Style Guide

2025

POCOYO™

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Animaj
PICTURE THIS!

hola

WHO IS POCOYO?

Pocoyo is a curious and fun-loving young boy who explores a world where anything is possible with enough imagination. His adventures reveal a place that is both simple and extraordinary, constantly sparking new discoveries.

GENRE

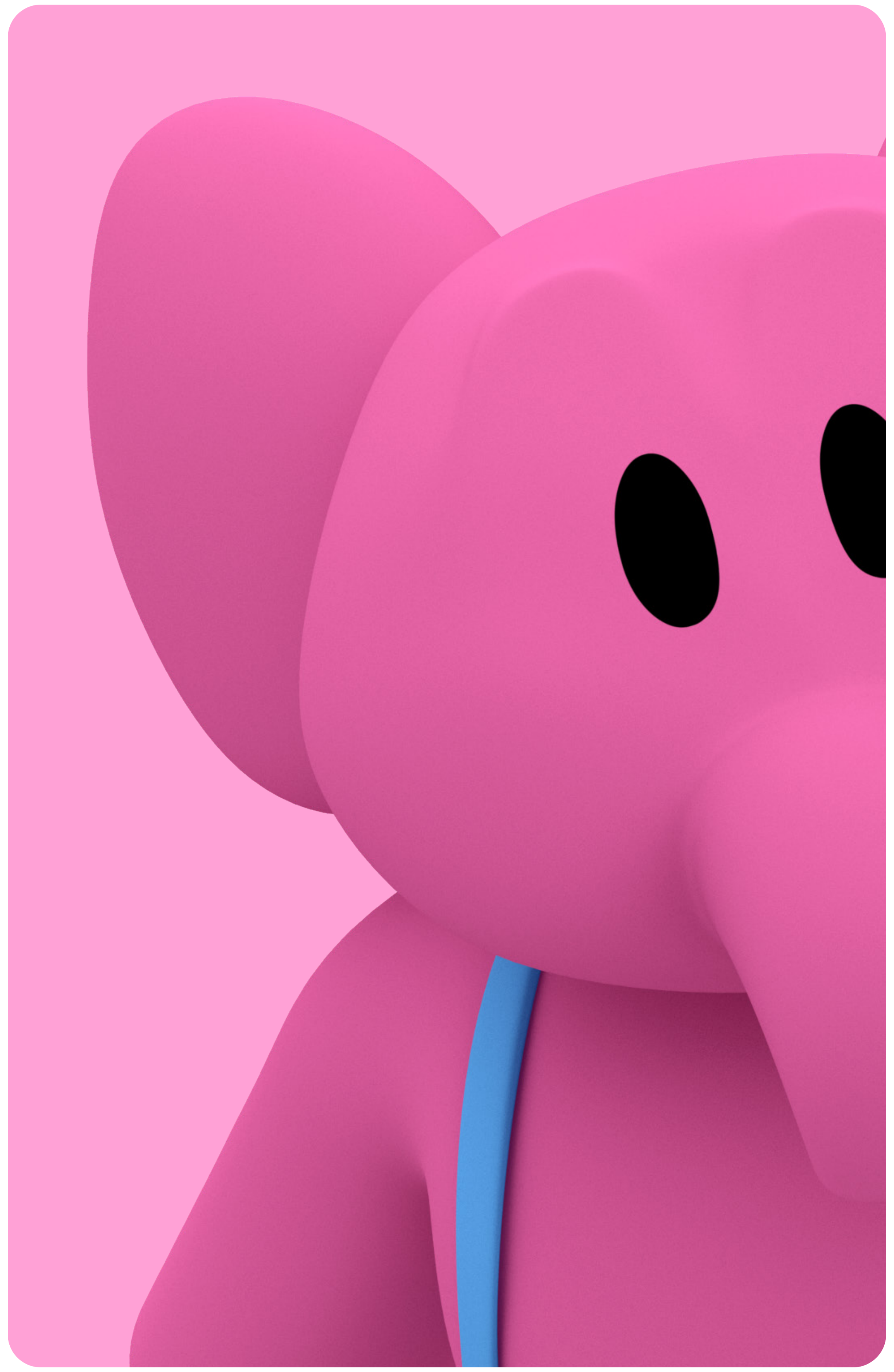
Comedy Adventure

HOURS OF AVAILABLE CONTENT

45h

TECHNIQUE

3D CGI



TARGET

3–5
Preschool

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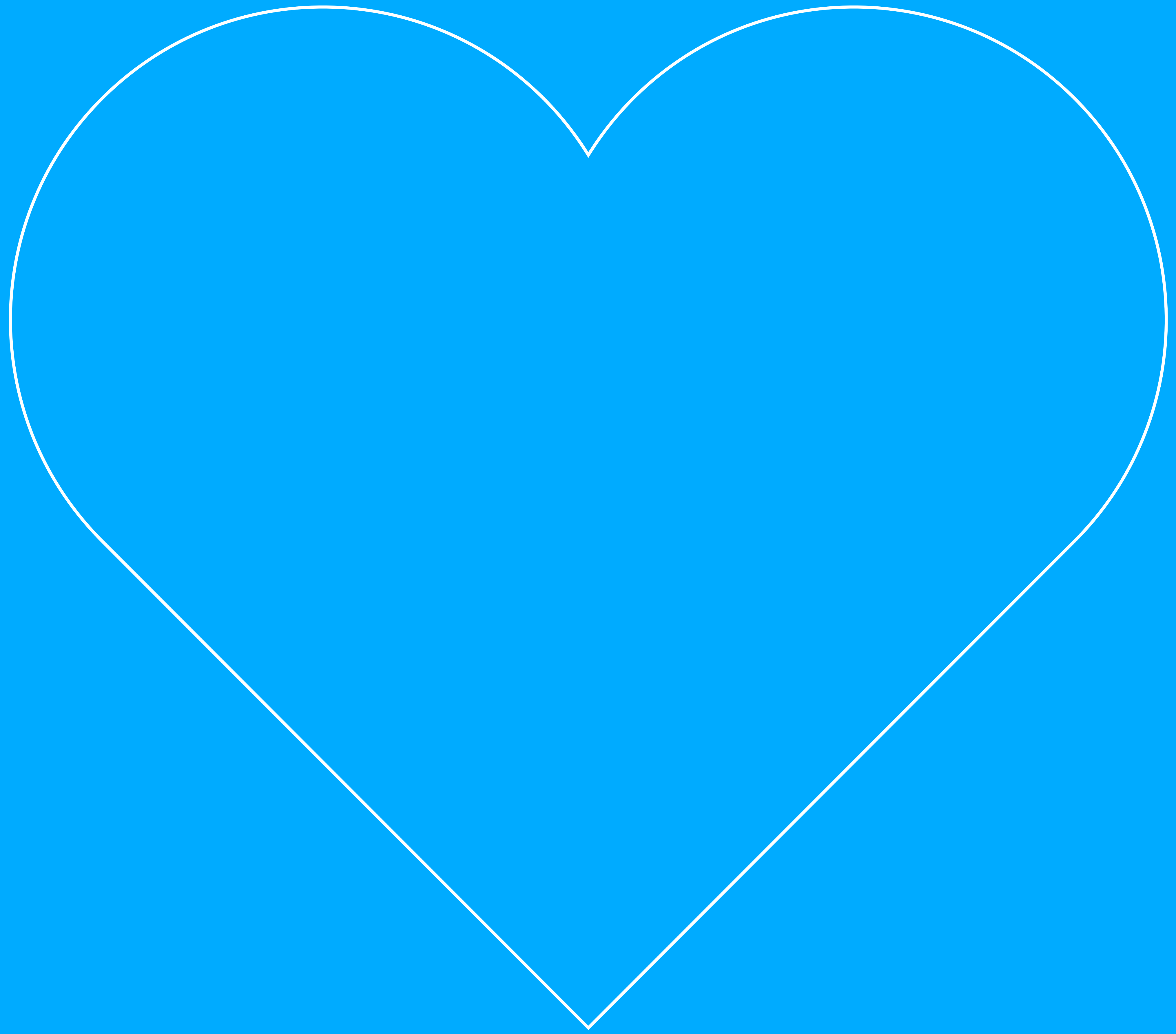
Our Brand



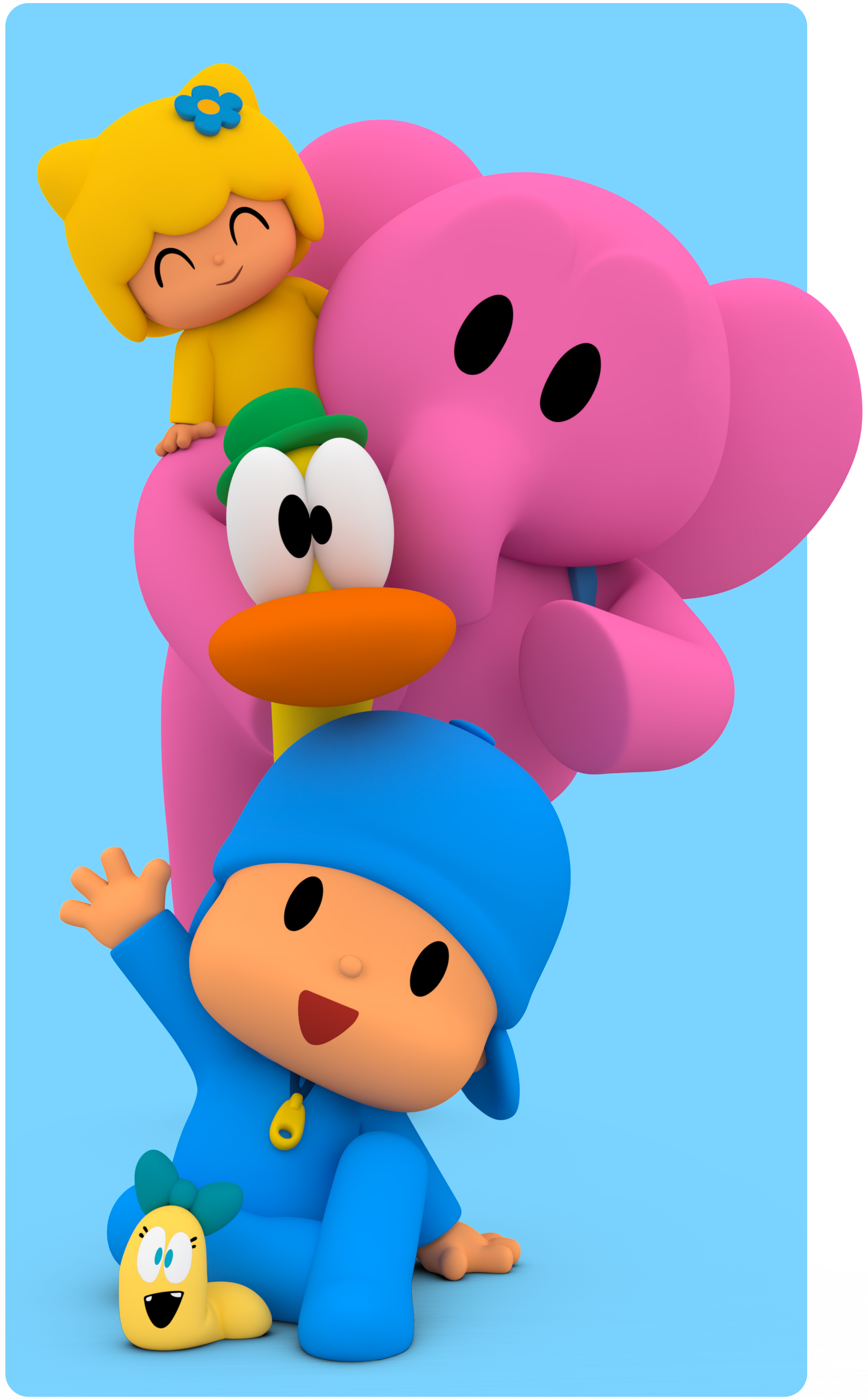
Our brand is more than just a name or a look—it's the spirit that defines who we are, what we stand for, and how we connect with the world. Rooted in our mission, vision, and values, this section explores the personality and purpose that shape every expression of Pocoyo, ensuring authenticity and consistency in everything we do.

Pocoyo is a beloved and innovative brand in the world of children's entertainment.

In a universe crowded with stimuli, Pocoyo embraces simplicity and minimalism to deliver high–quality content, products and experiences that respects and celebrates the curious and adventurous nature of children.

With a focus on authenticity, creativity, and emotion, Pocoyo not only entertains but also fosters emotional development and imagination in young viewers.

Through universal stories and meticulously crafted design, Pocoyo aims to transform the childhood experience into a memorable and educational adventure.



MISSION

Inspiring and empowering through simplicity and authenticity, creating joyful and meaningful connections that spark joy and wonder for children and beyond.

VISION

To become a global icon by creating a world where children and audiences of all ages experience imaginative adventures and optimistic joy.

VALUES

Less is better

Childhood Matters

Focus on Creativity

Emotional Intelligence

Learning by doing

Spread optimism

Less is better

We focus on essentials to ensure clarity and impact, avoiding complexity in all aspects and touchpoints of our brand.

Childhood Matters

We honour children's curiosity and creativity, engaging authentically and valuing their perspectives without condescension.

Focus on Creativity

We inspire creativity and exploration by providing just enough stimulation to spark wonder, fostering imaginative play and discovery.

Emotional Intelligence

We evoke genuine emotions through authentic and empathetic interactions with the brand, creating impactful and meaningful moments.

Learning by doing

We believe in hands–on learning, encouraging children to explore and learn through active participation and real experiences.

Spread optimism

We infuse every aspect of our brand with optimism, inspiring hope and joy in children for a positive and joyful impact.

PERSONALITY

Spontaneous

Optimistic

Playful

Adventurous

Empathetic

Spanish yet Universal

Spontaneous

We blend purpose with spontaneity, allowing room for joyful surprises and creative improvisation while staying true to our core values.

Optimistic

Infusing positivity and joy into every aspect, creating a sense of wonder and hope that resonates with children and families alike.

Playful

We embrace a playful philosophy, blending fun and discovery with the right balance of seriousness, bringing joy to every moment.

Adventurous

We inspire exploration and imaginative discovery, inviting everyone to embrace new experiences and curiosity.

Empathetic

We connect with warmth and care, deeply understanding every child's feelings and fostering genuine, supportive interactions.

Spanish yet Universal

Honouring our Spanish roots, we ensure our brand resonates globally, blending local heritage with universal appeal.

DESIGN PRINCIPLES

Simplicity Over Complexity

Design with clarity by removing unnecessary elements, focusing on what truly matters for impactful visuals.

Authentic and Relatable

Ensure designs reflect authentic childhood experiences and emotions, avoiding exaggeration to foster genuine connections.

Quality in Every Detail

Prioritize meticulous craftsmanship and top–quality materials, ensuring every design element meets the highest standards.

Timeless and Enduring

Create designs that remain relevant and appealing over time, avoiding trends that quickly become outdated.

Functional Elegance

Balance aesthetics with functionality, ensuring designs are both visually appealing and purpose–driven.

Emotional Resonance

Design to evoke positive emotions and create meaningful interactions, enhancing the emotional impact of the brand.

Collaborative Approach

Foster creativity and innovation through collaboration, engaging diverse perspectives and expertise in the design process.

Inclusive and Universal

Design to be accessible and relatable globally, ensuring visuals and narratives transcend cultural and linguistic barriers.

Playful and Imaginative

Infuse designs with a sense of fun and creativity, reflecting the playful and imaginative spirit of the brand.

Consistent Brand Identity

Maintain cohesive design across all touchpoints, ensuring every element aligns with the brand's vision and values.

TAGLINE

Simple Joys, Big Discoveries

At Pocoyo, we believe that the simplest moments hold the greatest wonders. Simple Joys, Big Discoveries is more than just a tagline—it's the essence of our world. Through play, curiosity, and friendship, every little step becomes an adventure, and every laugh leads to new discoveries. Because when you see the world through a child's eyes, even the smallest joys can spark the biggest wonders.

LOGOTYPE

The Pocoyo logo is a central element of our brand identity. It embodies the simplicity, playfulness, and joy that define who we are. In this section, you'll find clear guidelines on how to use the logo correctly, ensuring it always reflects the essence of Pocoyo.

POCOYO TM

POCOYO TM

POCOYO TM

POCOYO TM

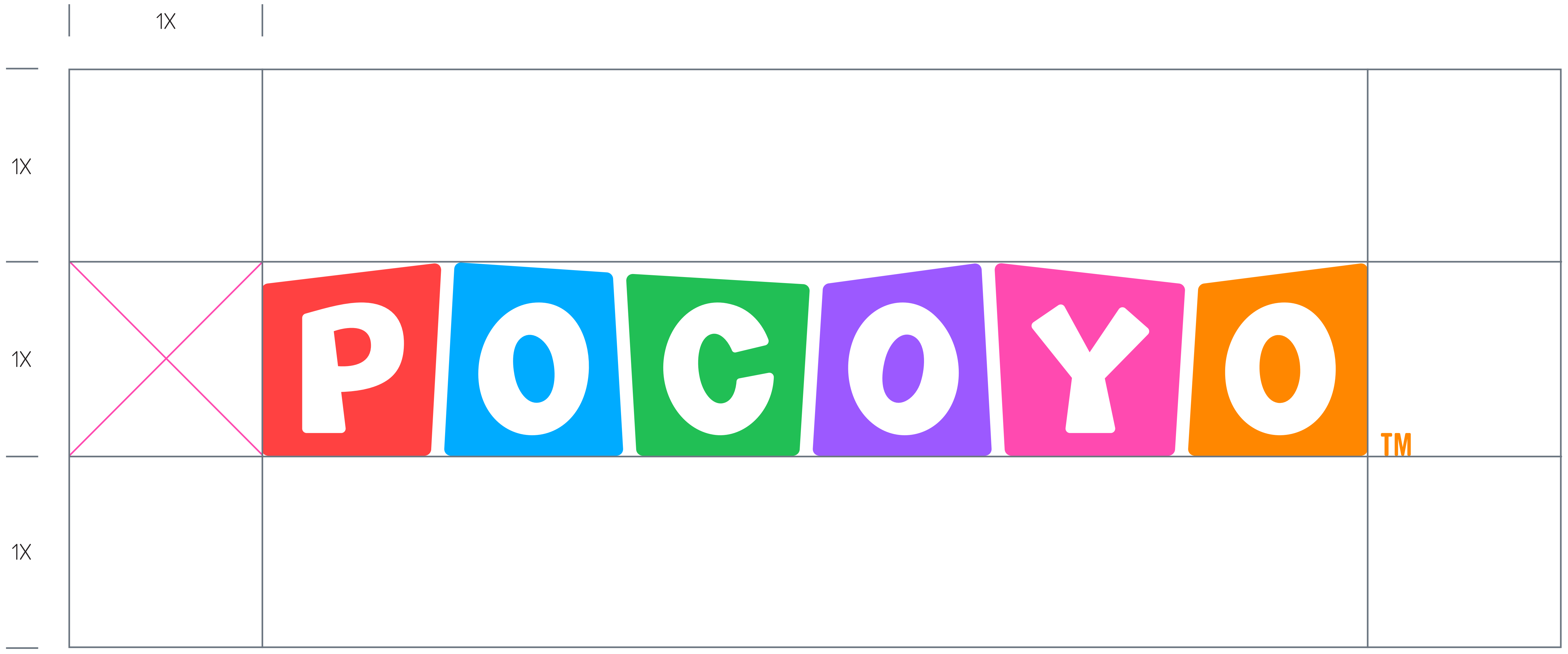
LOGOTYPE

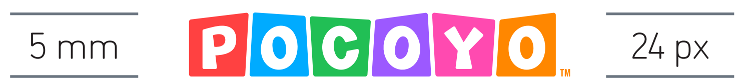
Safe Area

To ensure our Pocoyo logo remains distinct and visible, it requires a clear space around it. This "safe area" should be at least the height of the "X" in the logo, keeping it uncluttered and prominent.

Minimum Size

For optimal clarity, the minimum height of the Pocoyo logo should be 5 millimeters in print and 24 pixels in digital formats. This ensures it remains sharp and recognizable everywhere.





PLEASE ENSURE YOU USE THE OFFICIAL DIGITAL LOGO FILES PROVIDED BY US

LOGOTYPE

Versions

The Pocoyo logo is designed to be displayed in one of four approved styles:

- Full colour
- Pocoyo Blue
- White
- Black

These are the only versions that truly represent our brand. Adhering to these colour options ensures our brand identity remains consistent and vibrant across all media.

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PCY_LOGO_COLOUR

PCY_LOGO_BLUE

PCY_LOGO_BLACK

PCY_LOGO_WHITE

LOGOTYPE

Backgrounds

If reproduction limitations or visual clutter arise, the logotype may be used in a single colour based on the designer's discretion. This flexibility ensures the logo remains effective and adaptable to various backgrounds without compromising visual integrity.

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POCOYO TM

POCOYO TM

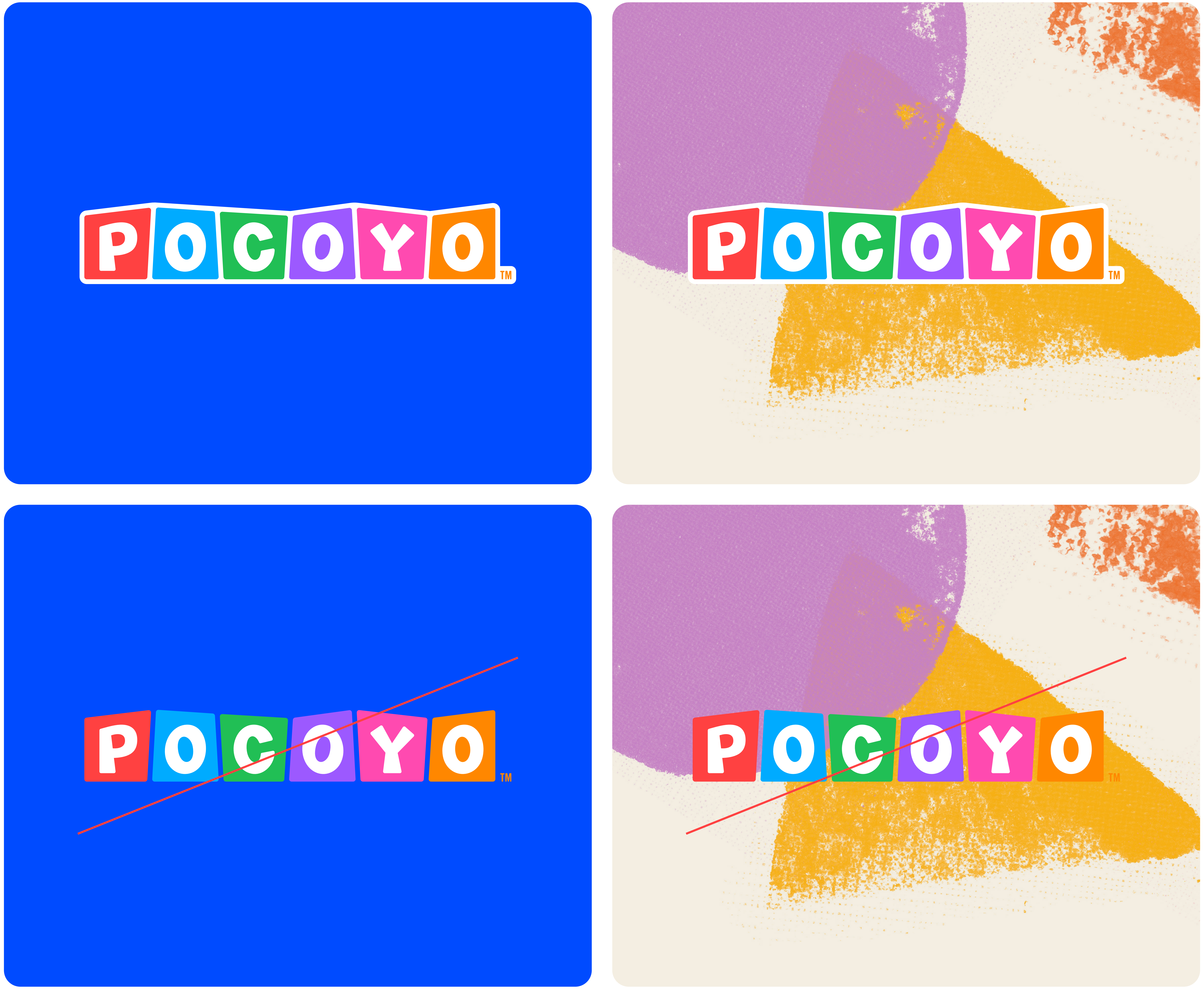
POCOYO TM

POCOYO TM

LOGOTYPE

Backgrounds

When using the Pocoyo logo on complex, photographic, or coloured backgrounds, it should always be used with our provided logotype with a white outline. This ensures it remains clear and recognizable.


POCOYO TM
POCOYO TM
POCOYO TM
POCOYO TM

PLEASE ENSURE YOU USE THE OFFICIAL DIGITAL LOGO FILES PROVIDED BY US

LOGOTYPE

Dont's

To maintain the integrity of the Pocoyo logo, please avoid the following practices:

- Do not alter the order of colours in the logo.
- Do not reproduce the logo in colours outside the specified palette.
- Do not separate the letters of the logo.
- Do not use an outline version of the logo.
- Do not deform the logo in any way.
- Do not add shadows or other effects to the logo.
- Do not rotate the logo or apply perspective.
- Do not place the logo on complex backgrounds without appropriate adjustments.

By adhering to these guidelines, you help preserve the logo's consistency and our brand's identity.

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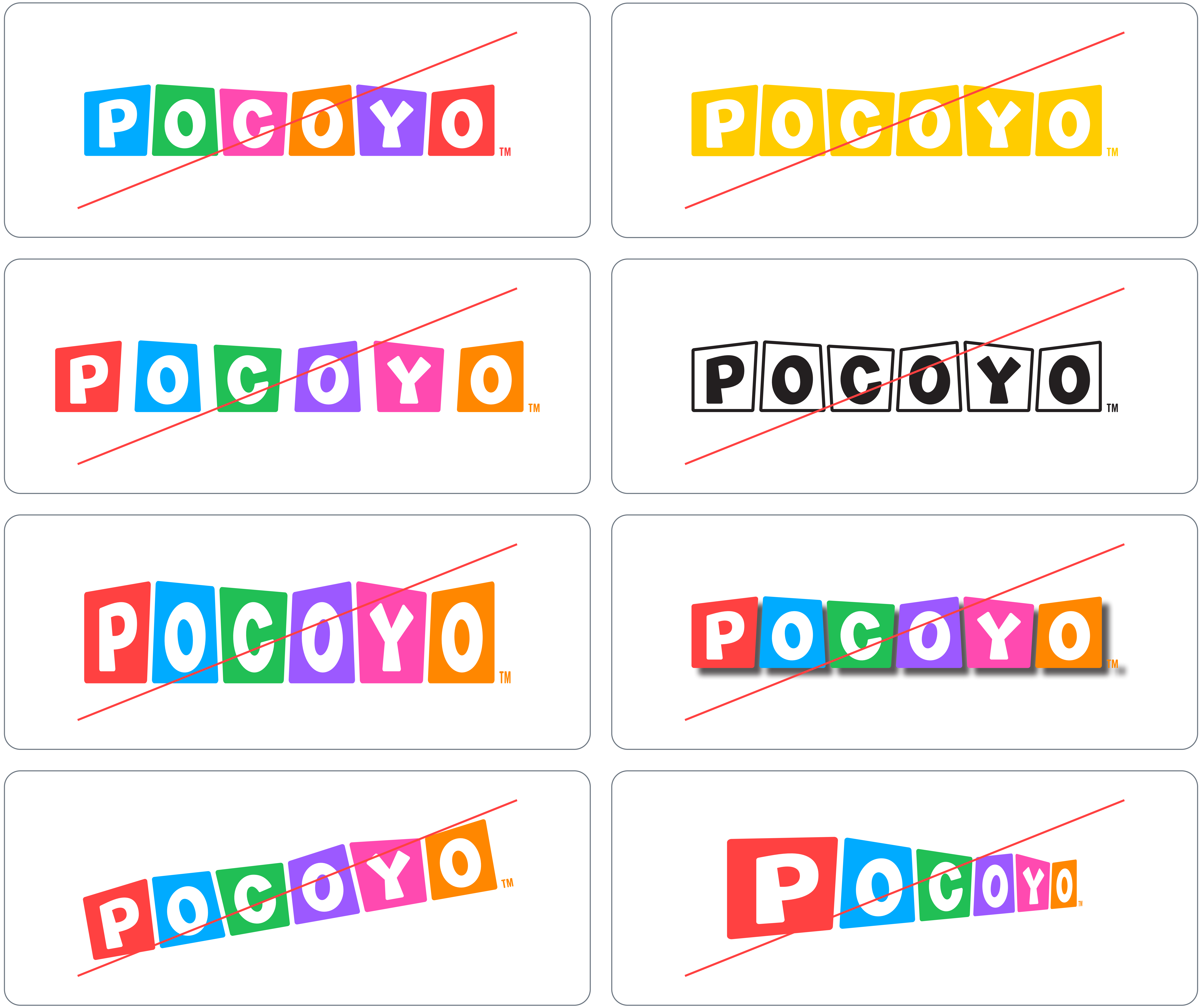
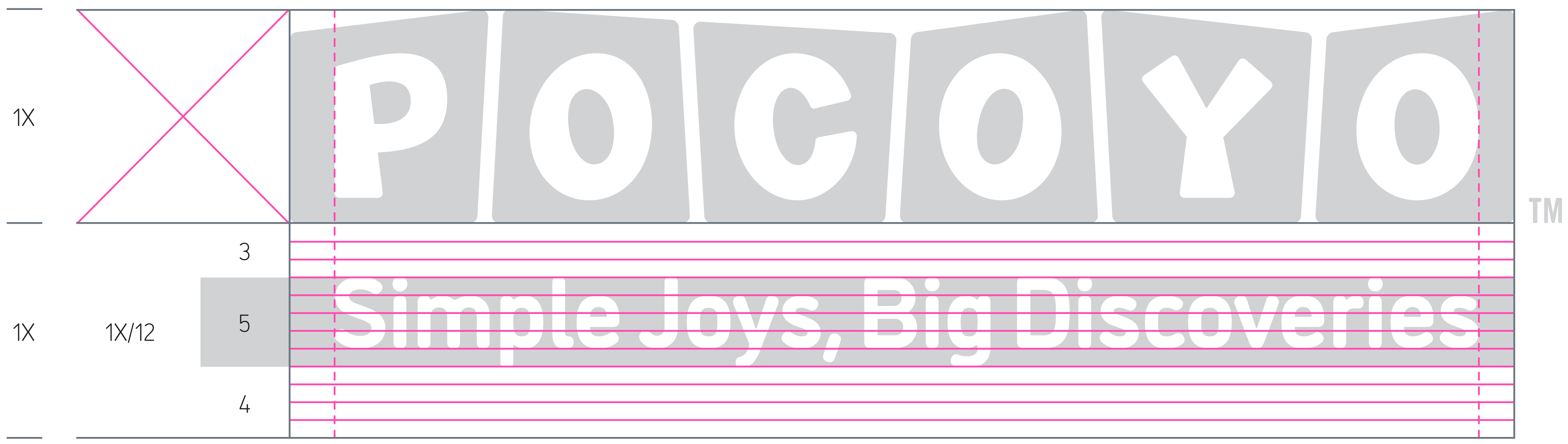

POCOYO TM
POCOYO TM
POCOYO TM
POCOYO TM
POCOYO TM
POCOYO TM
POCOYO TM
POCOYO TM

LOGOTYPE WITH STRAPLINE

The logo is also available in a version with the strapline Simple Joys, Big Discoveries. The usage guidelines for this version are the same as those for the main logo. Use it in situations where its visibility is appropriate and the message is relevant and coherent.

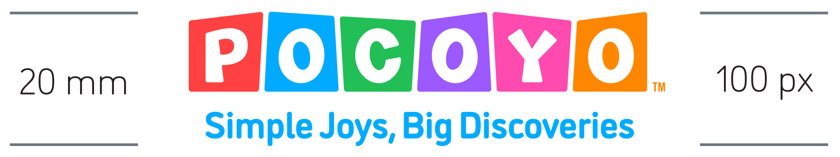
Minimum Size

To maintain clarity, the Pocoyo logo with strapline must be at least 20 millimeters tall in print and 100 pixels tall in digital formats. This ensures it remains sharp and recognizable everywhere.


1X
1X
1X/12
3
5
4
POCOYO
TM
Simple Joys, Big Discoveries

POCOYO™
Simple Joys, Big Discoveries

PLEASE ENSURE YOU USE THE OFFICIAL DIGITAL LOGO FILES PROVIDED BY US


20 mm
POCOYO
Simple Joys, Big Discoveries
100 px

LOGOTYPE WITH STRAPLINE

Versions

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- Pocoyo Blue
- White
- Black

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POCOYO™
Simple Joys, Big Discoveries

PCY_LOGO_STRAPLINE_COLOUR

POCOYO™
Simple Joys, Big Discoveries

PCY_LOGO_STRAPLINE_BLUE

POCOYO™
Simple Joys, Big Discoveries

PCY_LOGO_STRAPLINE_BLACK

POCOYO™
Simple Joys, Big Discoveries

PCY_LOGO_STRAPLINE_WHITE

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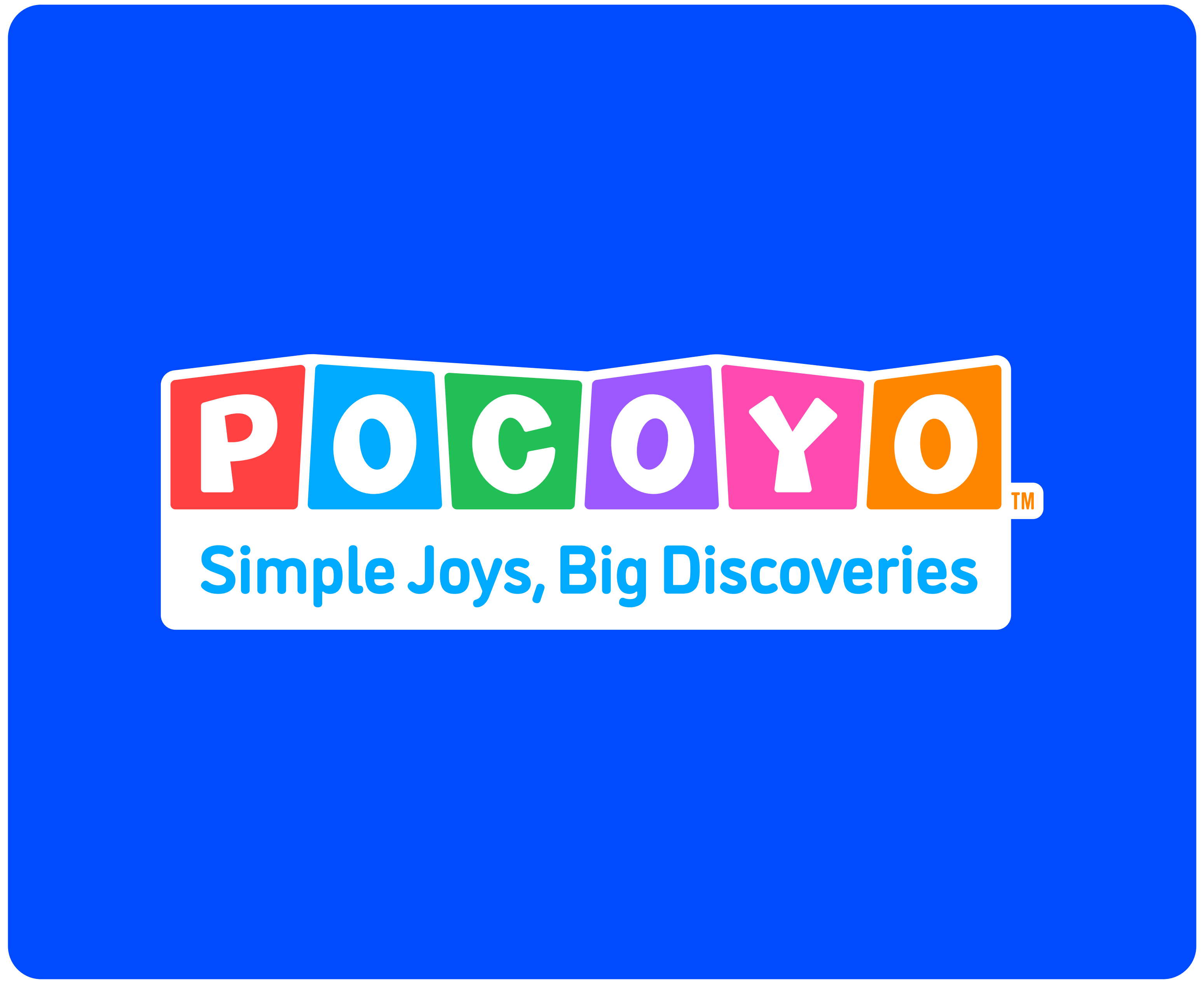
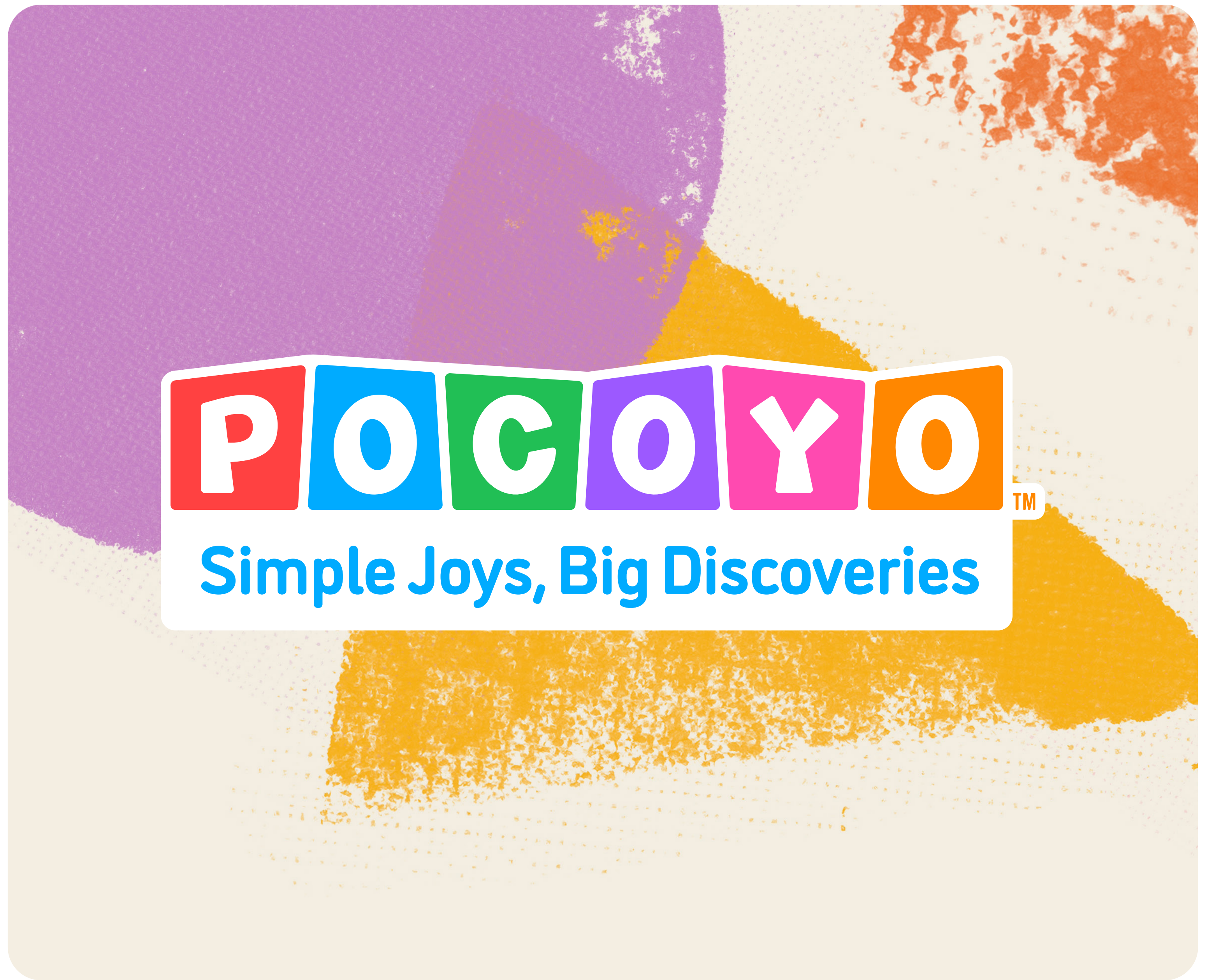
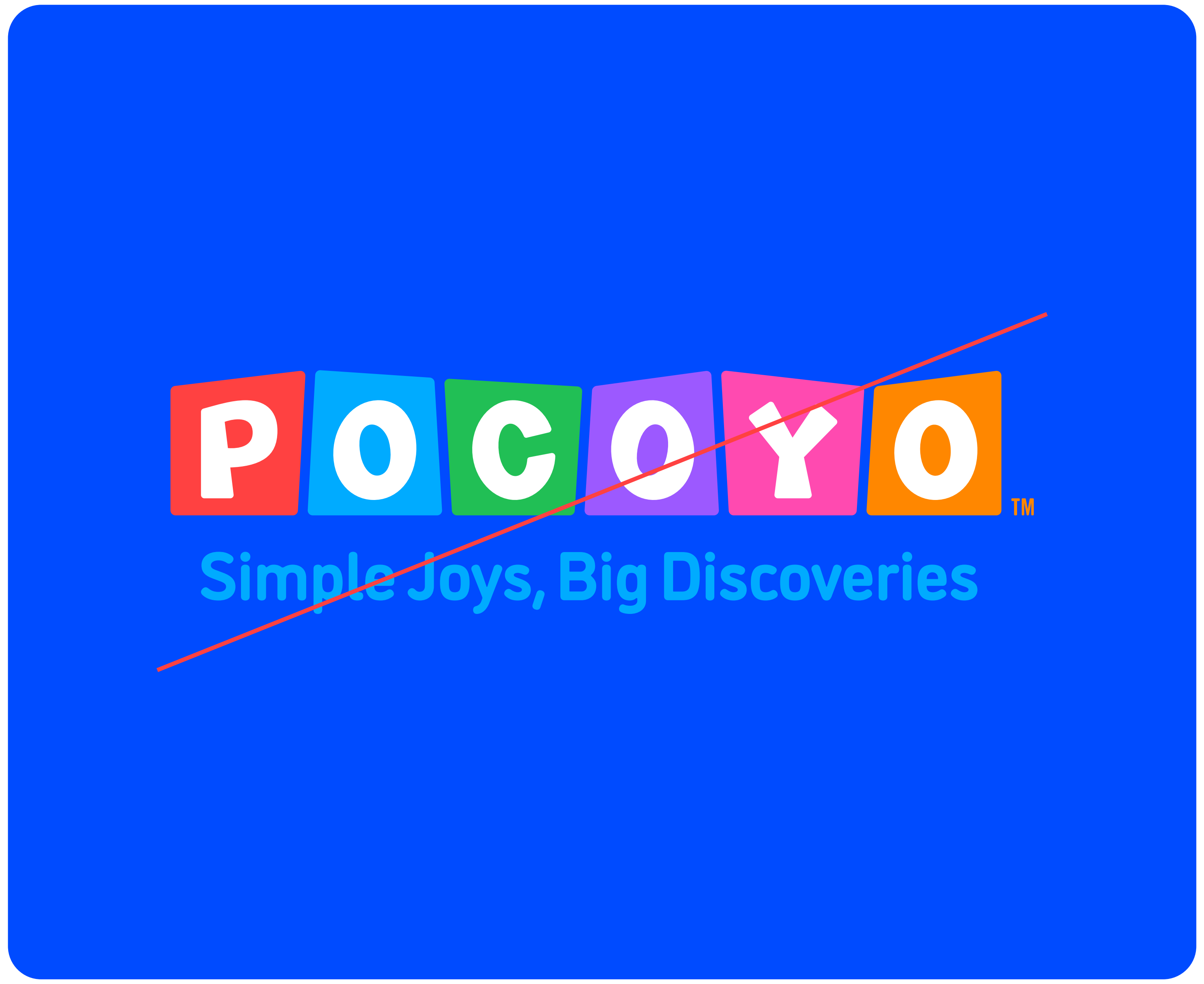
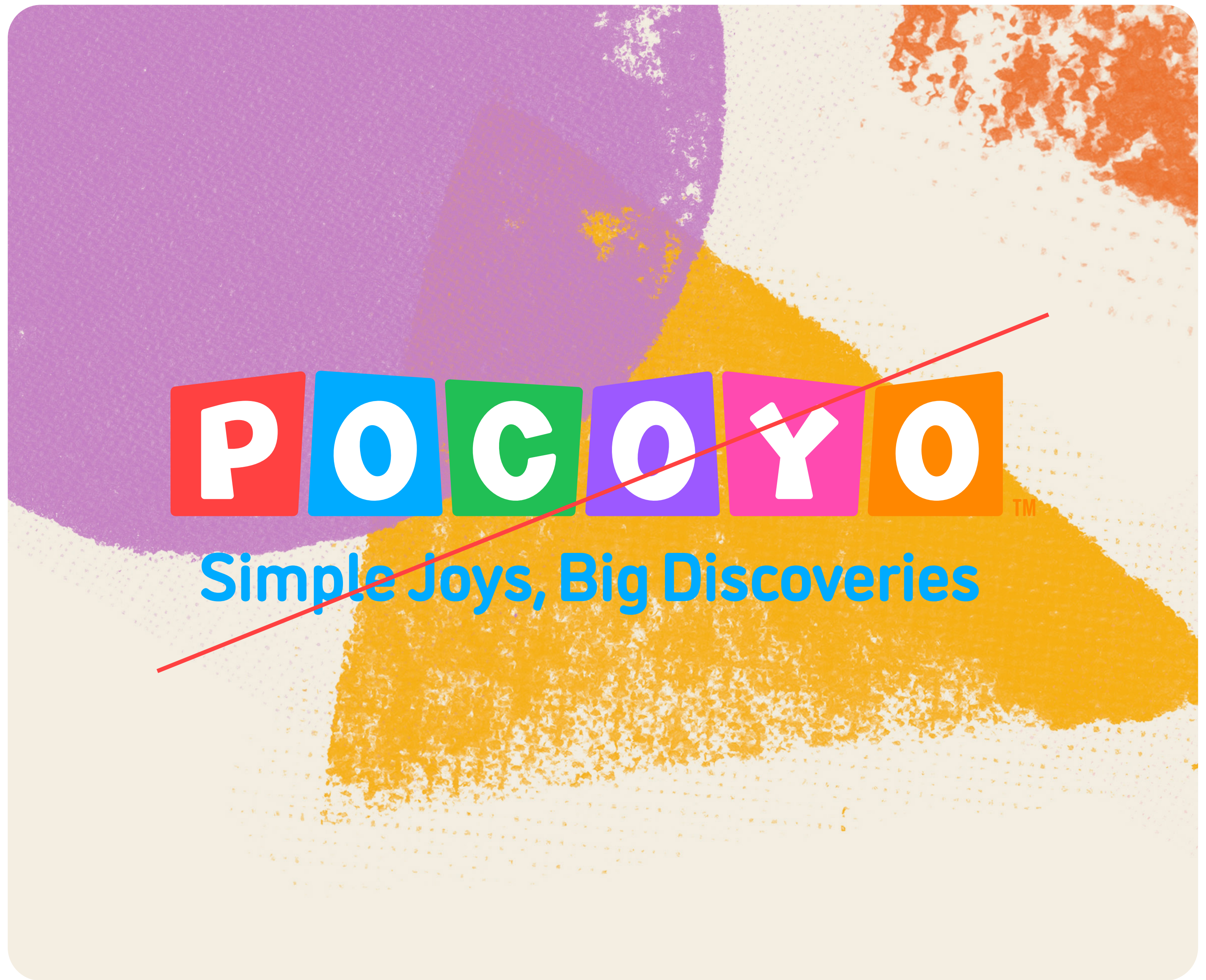
LOGOTYPE WITH STRAPLINE

Just like the main logo, when using the Pocoyo logo with strapline on complex, photographic, or coloured backgrounds, it should always be used with our provided logotype with a white outline. This ensures it remains clear and recognizable.


POCOYO
TM
Simple Joys, Big Discoveries


POCOYO
TM
Simple Joys, Big Discoveries


POCOYO
TM
Simple Joys, Big Discoveries


POCOYO
TM
Simple Joys, Big Discoveries

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TYPOGRAPHY

A Modern Classic

Meet DINosaur, a distinctive typeface crafted by José Manuel Urós. This modern classic emerges from a unique blend of traditional and contemporary influences.

Originally inspired by technical calligraphy used in industrial labeling, DINosaur reimagines the past with a fresh, rounded design. Its sleek lines and playful curves bring a touch of originality and sophistication to our brand, perfectly capturing the essence of Pocoyo.

Designed to be both functional and charming, DINosaur is not just a typeface–it's a reflection of our commitment to quality and creativity.

USE OF ADOBE FONTS

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DINosaur

The quick brown fox jumps over the lazy dog.

Light *Italic*

Book *Italic*

Bold *Italic*

Black *Italic*

ÄBCDÊFGHIJKLMÑÖPRSTÜVWXYŽI
0,123456789
2522/5
ISO 3098/1
STANDARDGRAPH
PEN 0,5
GERMANY
DIN 6776
ISO 3098

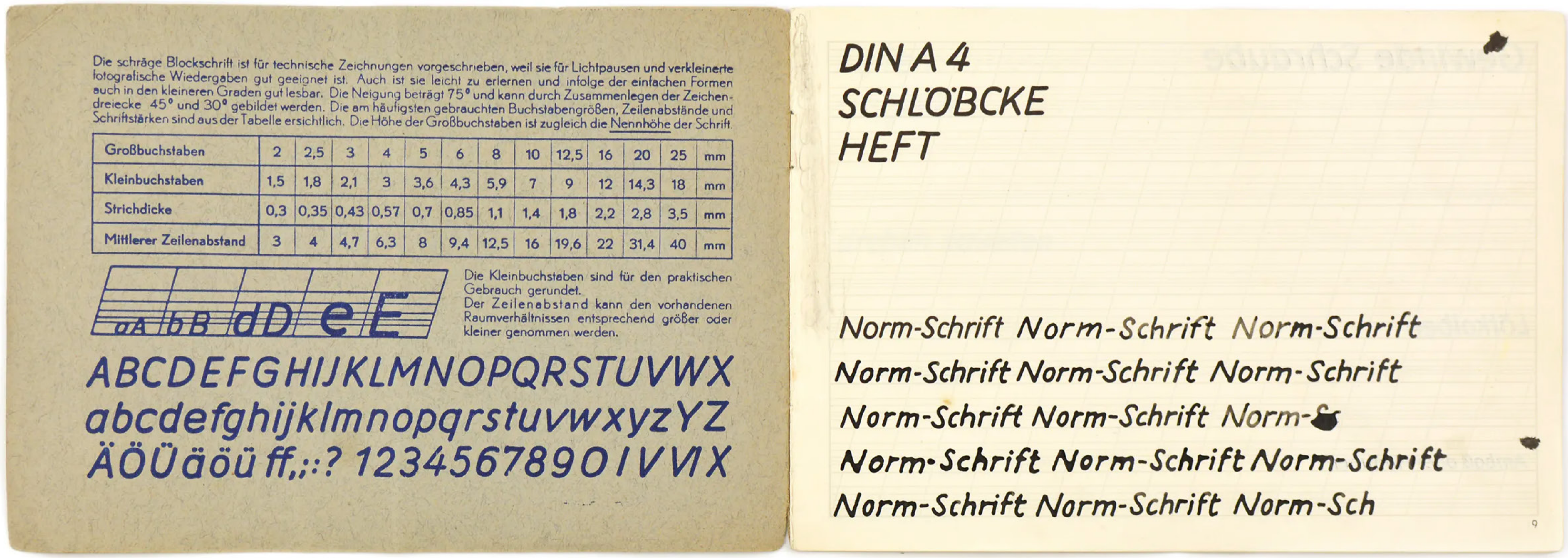
01 02 **03** **04**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0 1 2 3 4 5 6 7 8 9**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0 1 2 3 4 5 6 7 8 9**



Die schräge Blockschrift ist für technische Zeichnungen vorgeschrieben, weil sie für Lichtpausen und verkleinerte fotografische Wiedergaben gut geeignet ist. Auch ist sie leicht zu erlernen und infolge der einfachen Formen auch in den kleineren Graden gut lesbar. Die Neigung beträgt 75° und kann durch Zusammenlegen der Zeichendreiecke 45° und 30° gebildet werden. Die am häufigsten gebrauchten Buchstabengrößen, Zeilenabstände und Schriftstärken sind aus der Tabelle ersichtlich. Die Höhe der Großbuchstaben ist zugleich die Nennhöhe der Schrift.

Großbuchstaben	2	2,5	3	4	5	6	8	10	12,5	16	20	25	mm
Kleinbuchstaben	1,5	1,8	2,1	3	3,6	4,3	5,9	7	9	12	14,3	18	mm
Strichdicke	0,3	0,35	0,43	0,57	0,7	0,85	1,1	1,4	1,8	2,2	2,8	3,5	mm
Mittlerer Zeilenabstand	3	4	4,7	6,3	8	9,4	12,5	16	19,6	22	31,4	40	mm

aA bB dD eE

Die Kleinbuchstaben sind für den praktischen Gebrauch gerundet.
Der Zeilenabstand kann den vorhandenen Raumverhältnissen entsprechend größer oder kleiner genommen werden.

ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyzYZ
ÄÖÜäöü ff,;:? 1234567890 I V VI X

DIN A 4
SCHLÖBCKE
HEFT

Norm-Schrift Norm-Schrift Norm-Schrift
Norm-Schrift Norm-Schrift Norm-Schrift
Norm-Schrift Norm-Schrift Norm-
Norm-Schrift Norm-Schrift Norm-Schrift
Norm-Schrift Norm-Schrift Norm-Sch

TYPOGRAPHY

Styles

The DINosaur typeface offers a versatile range of weights–Black, Bold, Book, and Light–along with their respective italic styles. This variety ensures flexibility in design, allowing us to achieve the perfect balance of emphasis and subtlety.

Additionally, DINosaur includes an extensive set of characters and glyphs, enabling comprehensive typographic expression and adaptability across different languages and contexts.

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DINosaur Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

DINosaur Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

TYPOGRAPHY

Hierarchy

For our headlines, we use either DINosaur Black or DINosaur Bold, choosing the option that best suits the context. Sublines will be set in DINosaur Bold or DINosaur Book, ensuring a clear contrast with the headlines. Bodycopy is consistently presented in DINosaur Book for readability, while DINosaur Light is reserved for annotations or very small text to maintain legibility.

While uppercase letters are allowed for emphasis, they should be used sparingly, with a preference for lowercase to maintain readability and consistency.

Headline
DINosaur Black
DINosaur Bold

This is a big title

This is a big title

Subline
DINosaur Bold
DINosaur Book

And this is a subline

And this is a subline

Body copy
DINosaur Book

Body copy uses DINosaur Book for clear and detailed text. Ideal for one, two, or multi–column layouts, it ensures readability and consistency in presenting information.

Annotation
DINosaur Light

DINosaur Light for small text or fine details. Its clean and legible design ensures clarity even in compact spaces.

USE OF ADOBE FONTS

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COLOUR

Palette

Our colour palette remains rooted in simplicity, with white still being our primary colour. However, we've expanded and revitalised our palette to include a broader range of hues inspired by the vibrant colours of our beloved characters. This evolution allows for greater flexibility while staying true to the essence of Pocoyo.

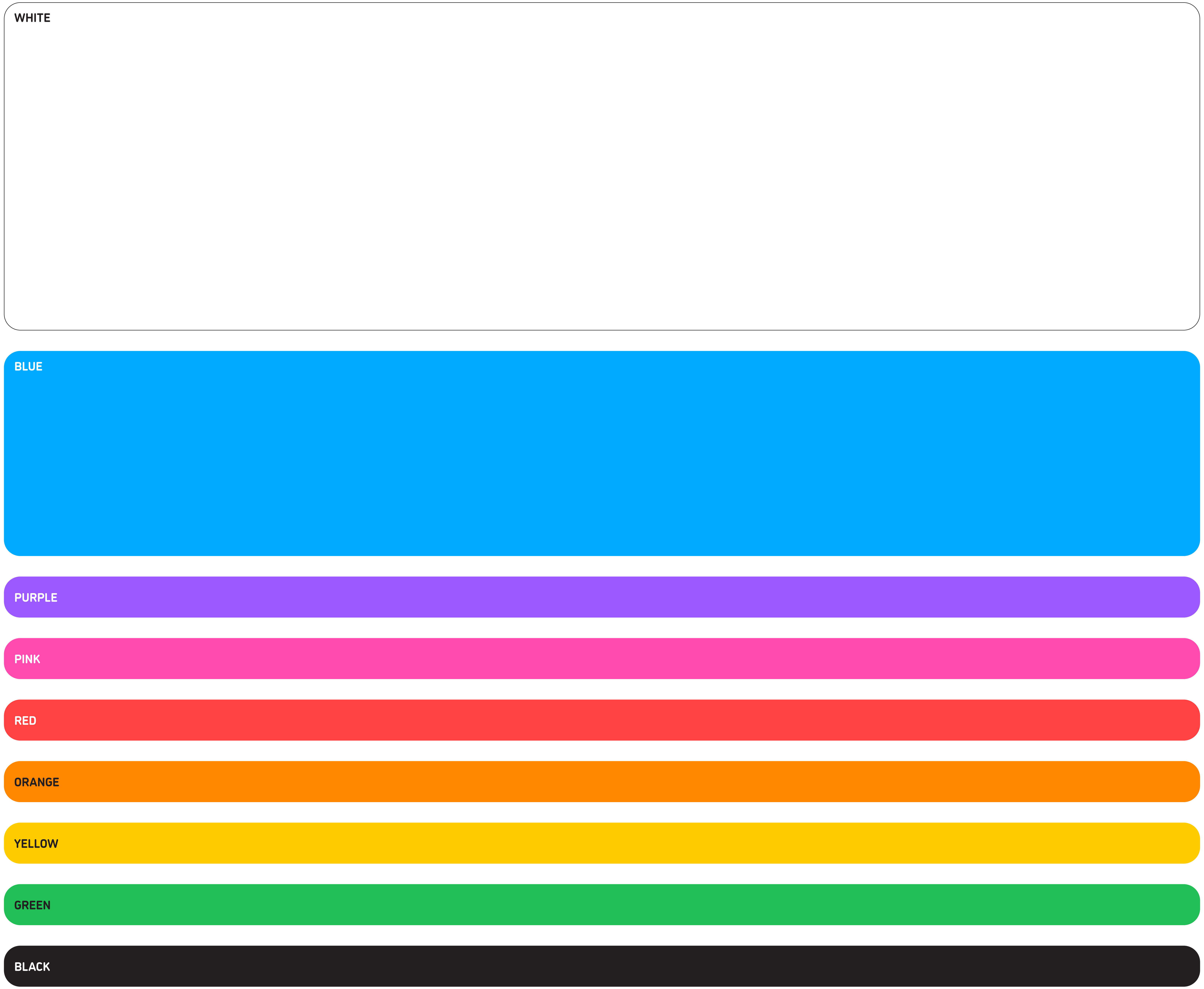
WHITE	#FFFFFF	R255 G255 B255	C0 M0 Y0 K0	
BLUE	#00ABFF	R0 G171 B255	C81 M15 Y0 K0	PANTONE 279 C
PURPLE	#9C59FF	R156 G89 B255	C65 M69 Y0 K0	PANTONE 2088 C
PINK	#FF4AB0	R255 G74 B176	C0 M80 Y3 K0	PANTONE 212 C
RED	#FF4040	R255 G64 B64	C0 M88 Y68 K0	PANTONE RED 032 C
ORANGE	#FF8700	R255 G135 B0	C0 M53 Y87 K0	PANTONE 715 C
YELLOW	#FFCC00	R255 G204 B0	C0 M24 Y100 K0	PANTONE 7548 C
GREEN	#21BF55	R33 G191 B85	C80 M0 Y86 K0	PANTONE 2257 C
BLACK	#000000	R0 G0 B0	C0 M0 Y0 K100	PANTONE BLACK 6 C

COLOUR

Hierarchy

While white is fundamental to our visual identity, Pocoyo Blue also plays a critical role, reflecting the character's charm and appeal.

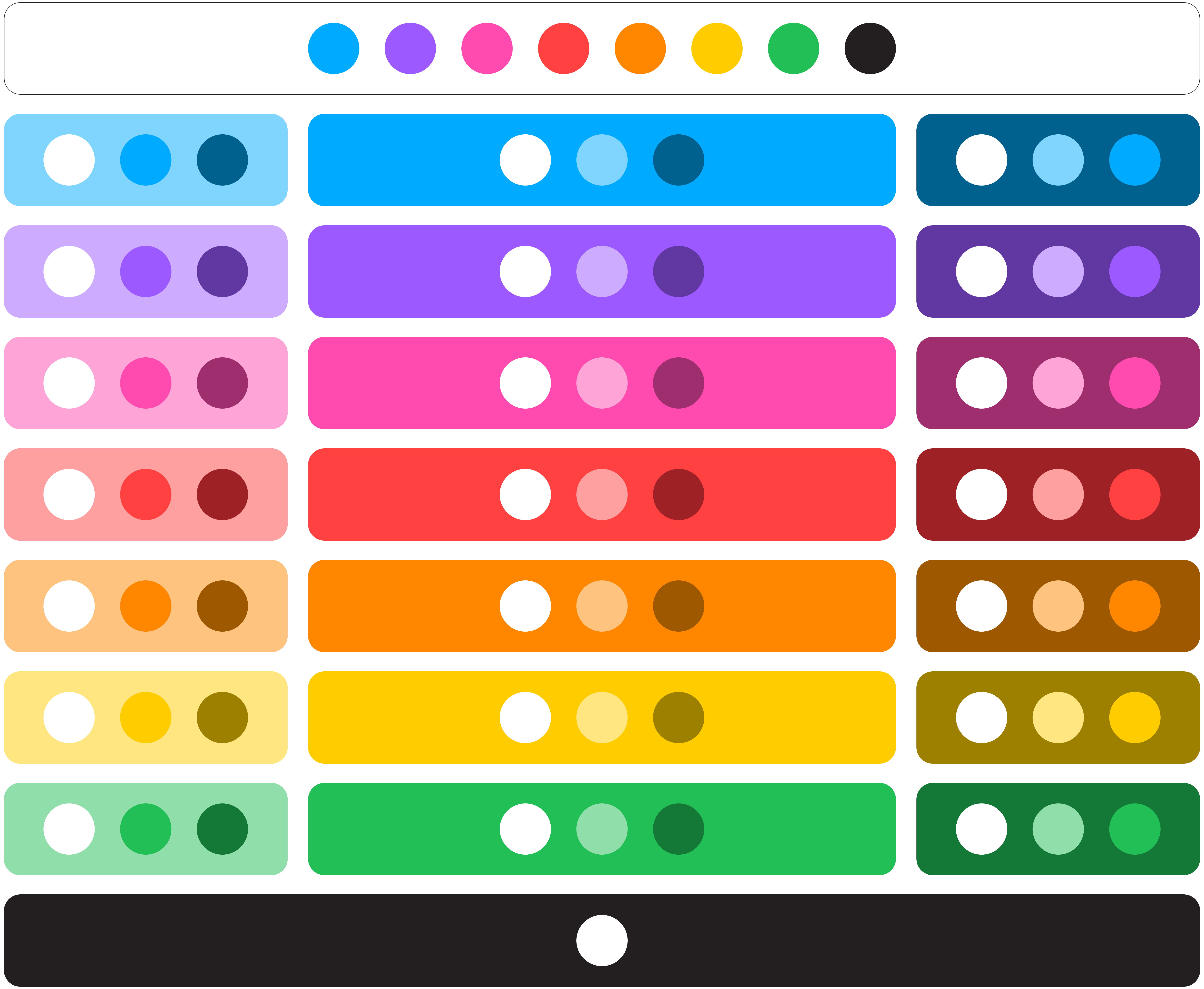
Complementary colors from other characters are incorporated to add depth and versatility to our design, enriching the overall aesthetic while ensuring cohesiveness.


WHITE
BLUE
PURPLE
PINK
RED
ORANGE
YELLOW
GREEN
BLACK

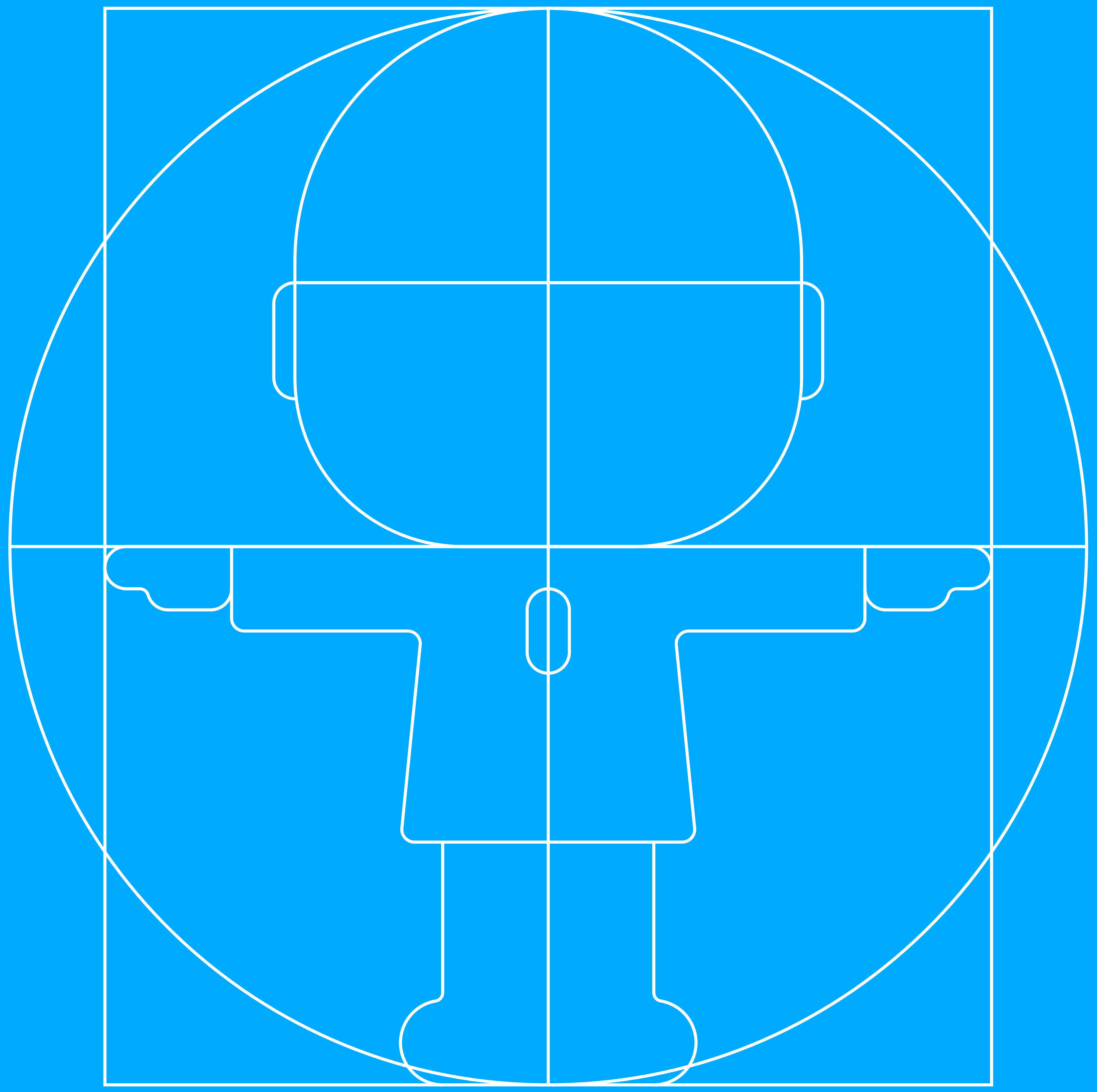
Colour Combinations

To preserve our brand's visual harmony, use "White" as the primary colour for most elements. Accent colours, inspired by our characters, should be applied strategically to highlight key features and add vibrancy.

Always ensure good contrast and clarity in your designs for a cohesive and effective visual identity.



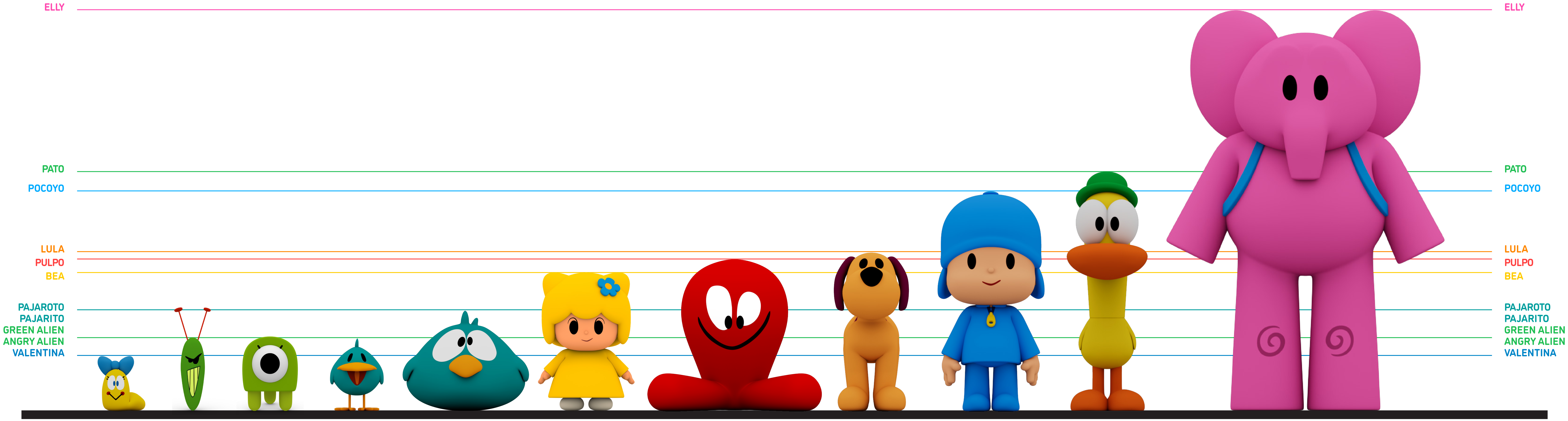
Characters



Our friends in every adventure, the characters of Pocoyo are the heart of our stories. Each one adds their own spark, bringing joy, wonder, and discovery to every adventure.

RELATIVE SIZES

It is essential to respect the size relationships between characters to maintain visual consistency and ensure the quality of the project. Always using the provided template for proper scaling guarantees that all elements remain proportionate, avoiding distortions or inconsistencies that could impact the final perception of the work. This not only improves the presentation but also streamlines the design and production process.


ELLY
PATO
POCOYO
LULA
PULPO
BEA
PAJAROTO
PAJARITO
GREEN ALIEN
ANGRY ALIEN
VALENTINA
ELLY
PATO
POCOYO
LULA
PULPO
BEA
PAJAROTO
PAJARITO
GREEN ALIEN
ANGRY ALIEN
VALENTINA

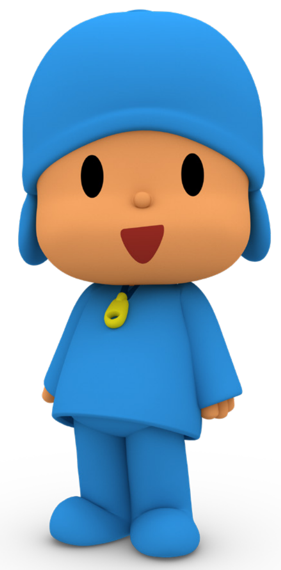
POCOYO

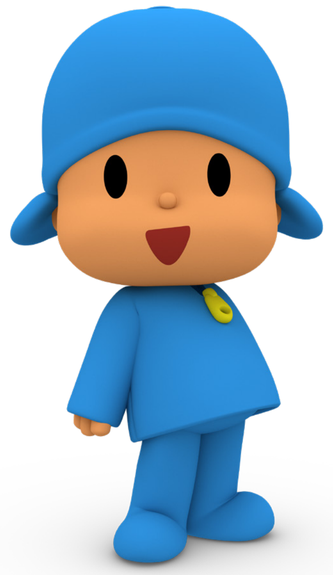
The Big Boy in Blue

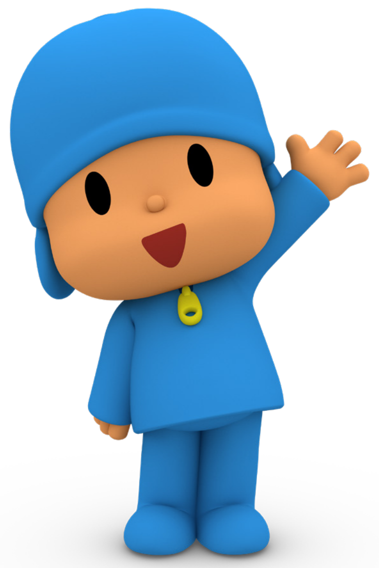
#INTUITIVE
#SPONTANEOUS
#CURIOUS

Meet Pocoyo – the playful, inquisitive, adventurous boy in blue. Just like every child, Pocoyo faces all kinds of feelings every day. Sometimes he's excited, sometimes he's curious, and sometimes he's a little bit nervous. But no matter what, Pocoyo knows that with the support of his friends, he can overcome any challenge and enjoy every adventure.

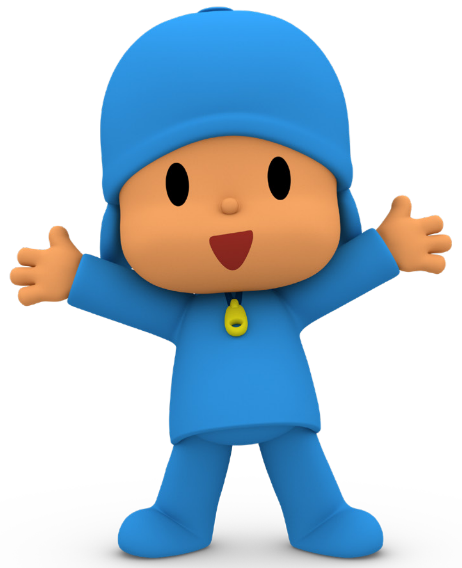
Poses


POCOYO_3D_0001


POCOYO_3D_0002


POCOYO_3D_0003

POCOYO_3D_0004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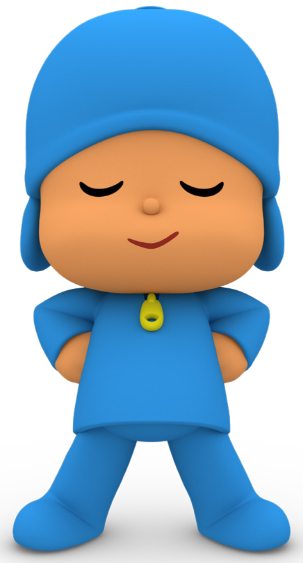
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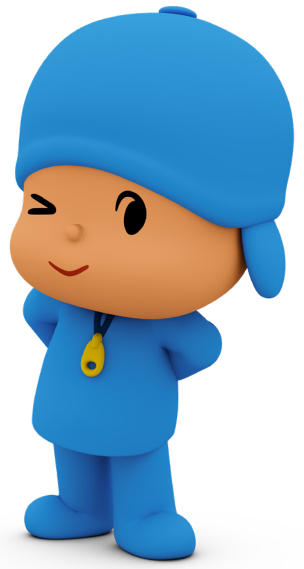
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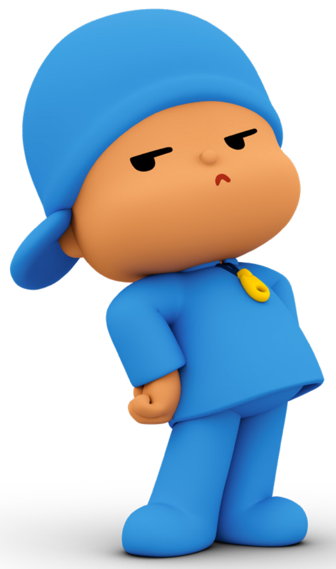
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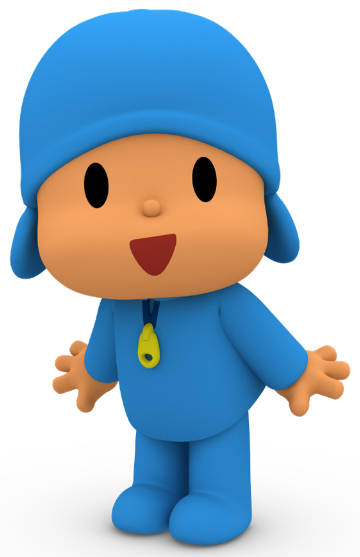
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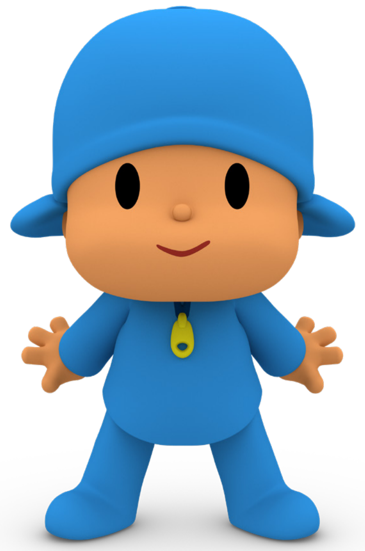
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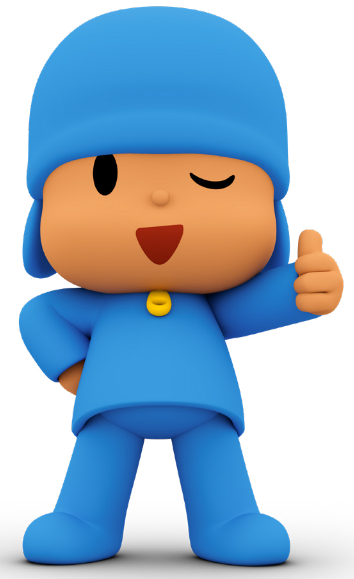
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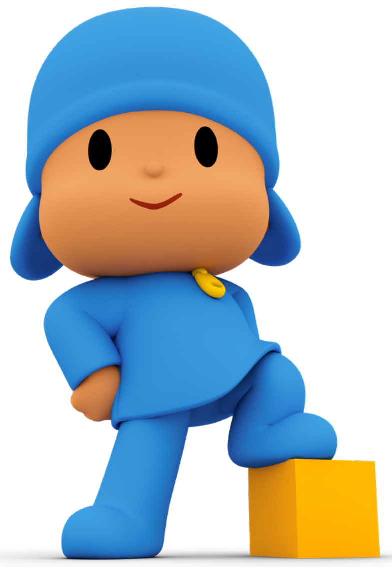

POCOYO_3D_0012

Poses

POCOYO_3D_0013

POCOYO_3D_0014

POCOYO_3D_0015

POCOYO_3D_0016

POCOYO_3D_0017

POCOYO_3D_0018

POCOYO_3D_0019

POCOYO_3D_0020

POCOYO_3D_0021

POCOYO_3D_0022

POCOYO_3D_0023

POCOYO_3D_0024

Poses

POCOYO_3D_0025

POCOYO_3D_0026

POCOYO_3D_0027

POCOYO_3D_0028

POCOYO_3D_0029

POCOYO_3D_0030

POCOYO_3D_0031

POCOYO_3D_0032

POCOYO_3D_0027

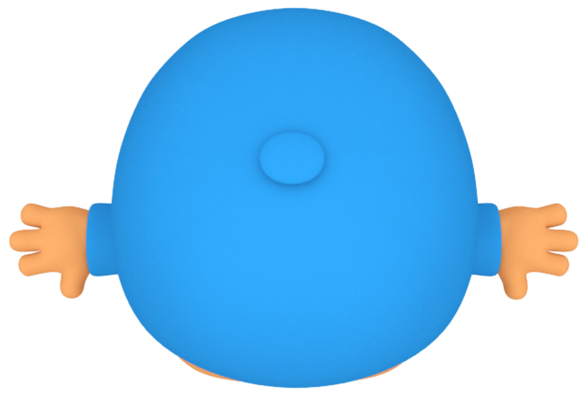
POCOYO_3D_0028

POCOYO_3D_0029

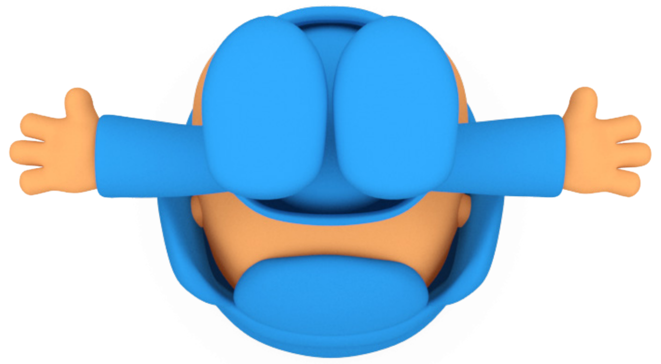
POCOYO_3D_0030

Turnaround

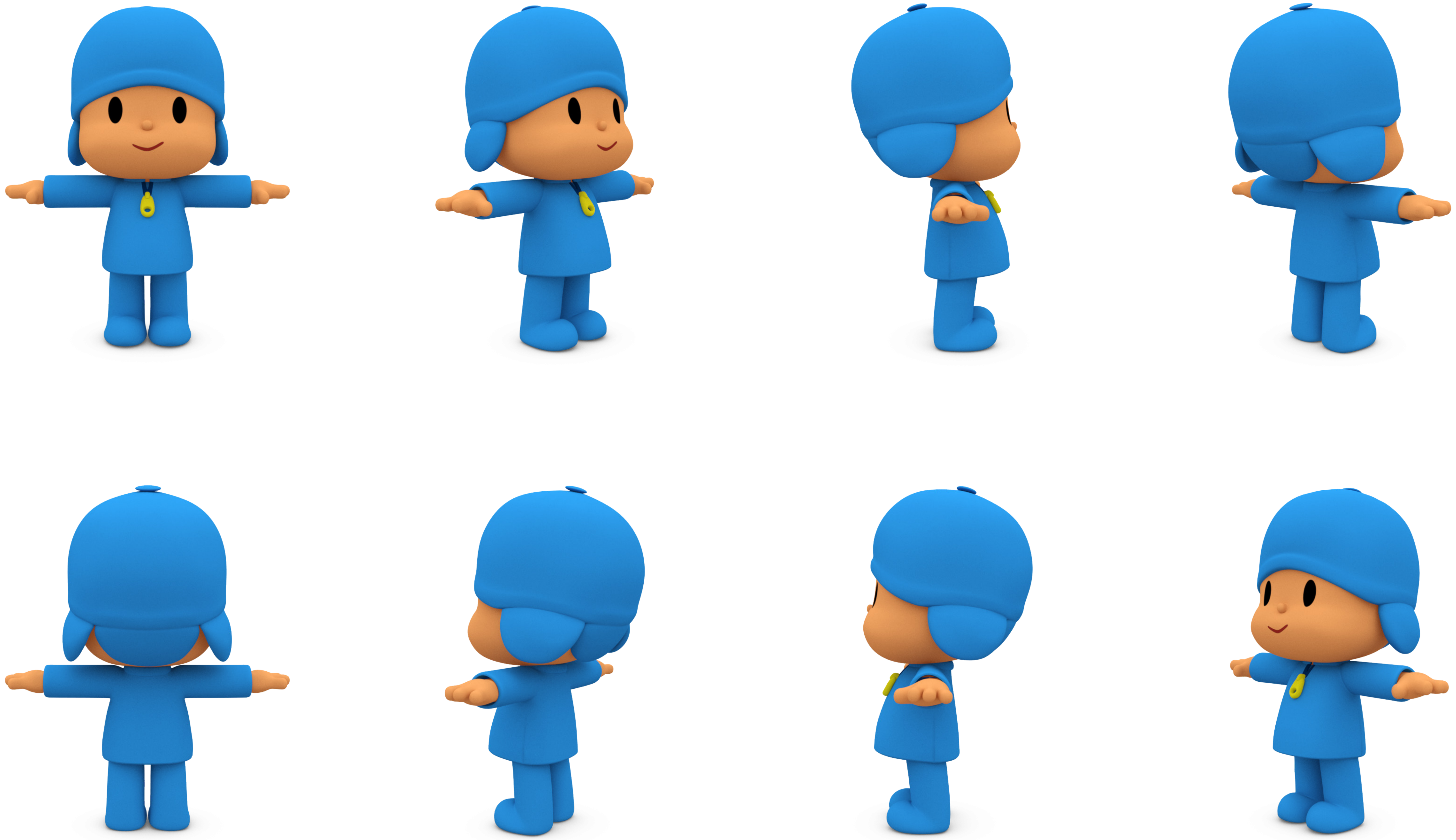
- TOP VIEW



- BOTTOM VIEW

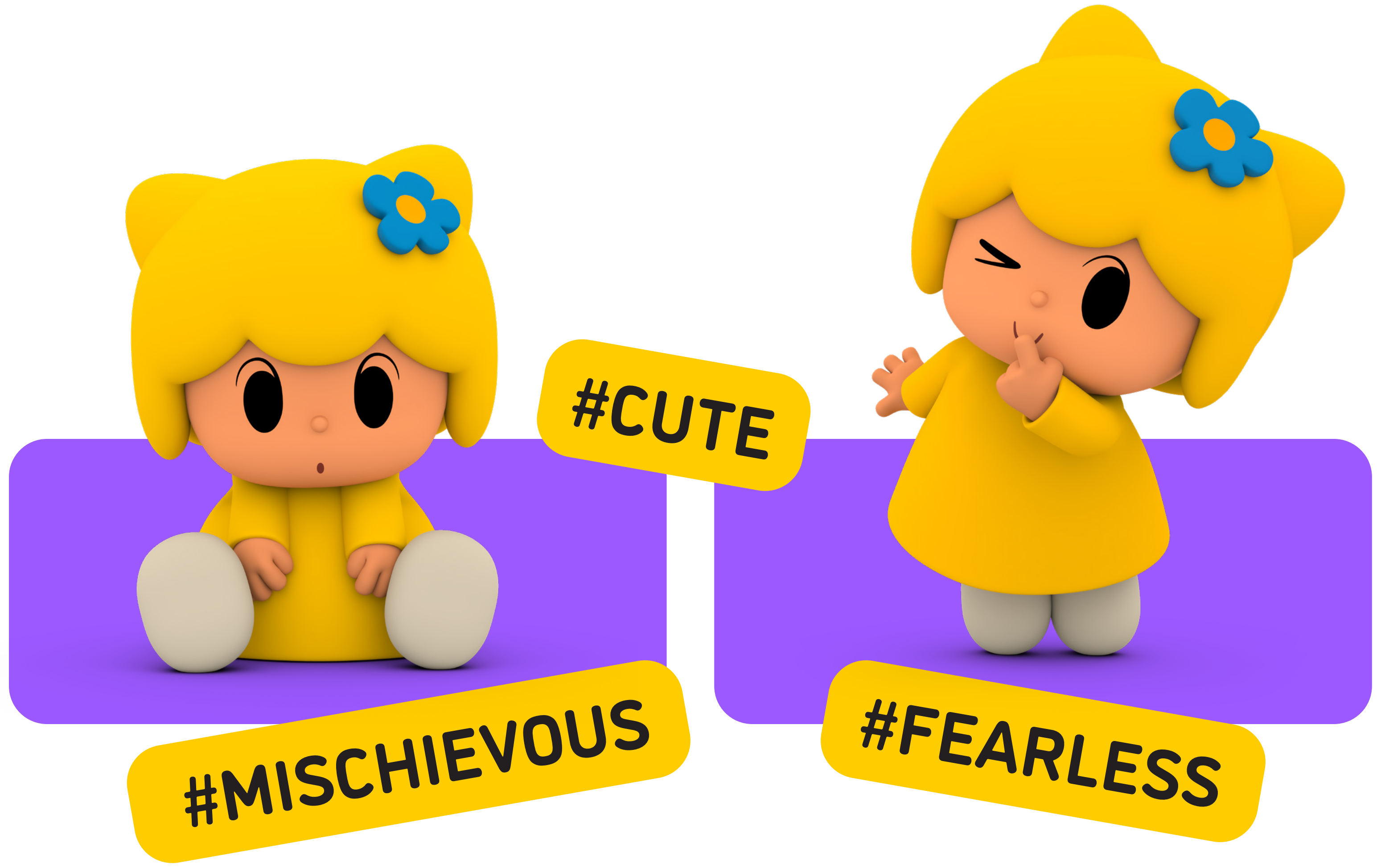


- TURNAROUND



Bea

The Cute Chaos



Pocoyo's little sister, is fearless and full of energy. With a passion for music, she dreams of becoming a great musician. Her vibrant personality and love for music bring joy to everyone around her. Always ready for adventure, Bea's lively spirit and charm make her a delightful and captivating presence.

Bea

Poses

BEA_3D_0001

BEA_3D_0002

BEA_3D_0003

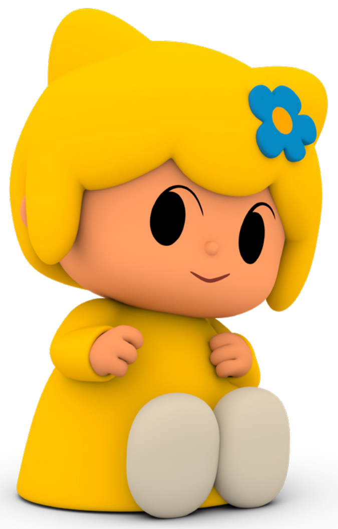
BEA_3D_0004

BEA_3D_0005

BEA_3D_0006

BEA_3D_0007

BEA_3D_0008


BEA_3D_0009

BEA_3D_0010

BEA_3D_0011

BEA_3D_0012

Bea

Poses

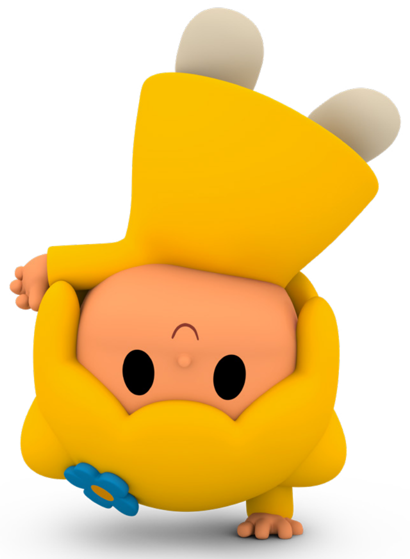
BEA_3D_0013

BEA_3D_0014

BEA_3D_0015

BEA_3D_0016

BEA_3D_0017


BEA_3D_0018

BEA_3D_0019

BEA_3D_0020

BEA_3D_0021

BEA_3D_0022

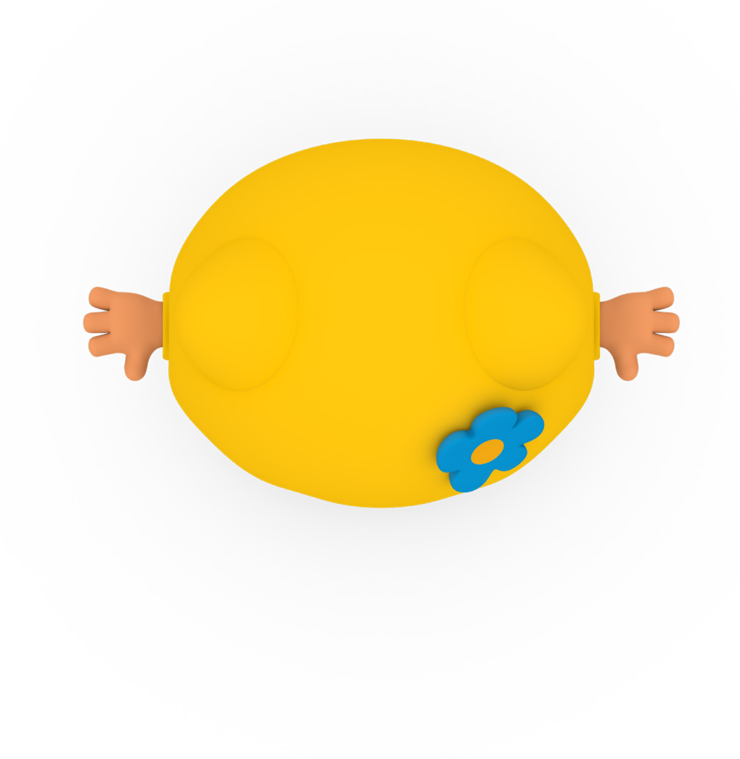
BEA_3D_0023

BEA_3D_0024

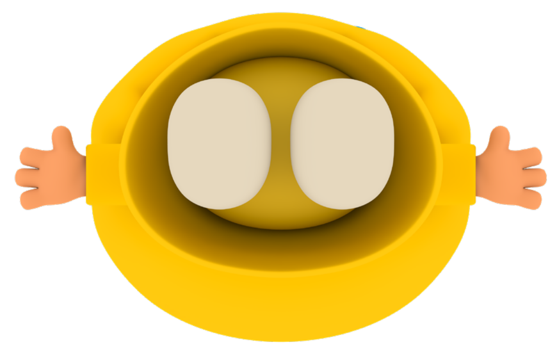
Bea

Turnaround

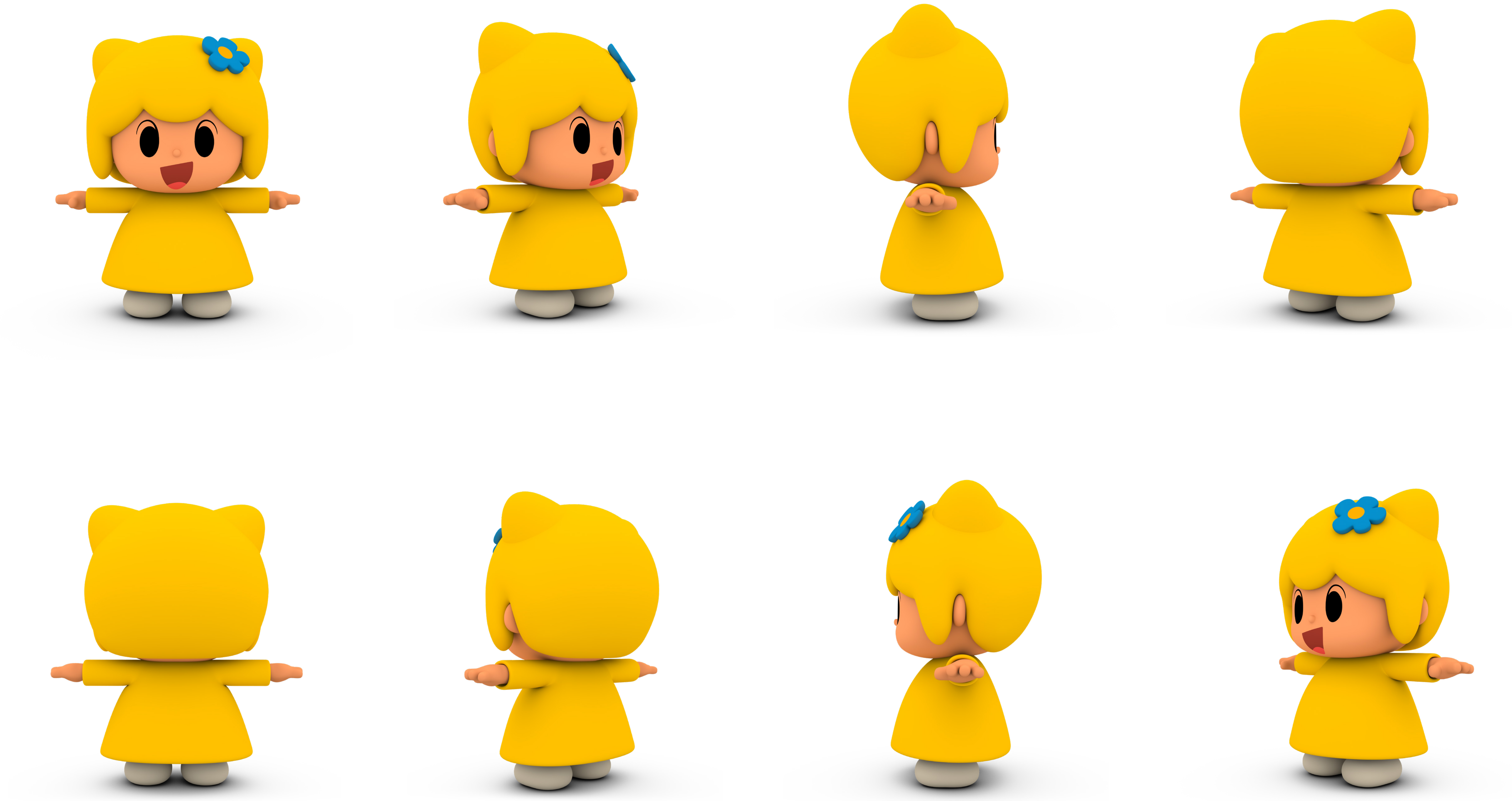
- TOP VIEW



- BOTTOM VIEW

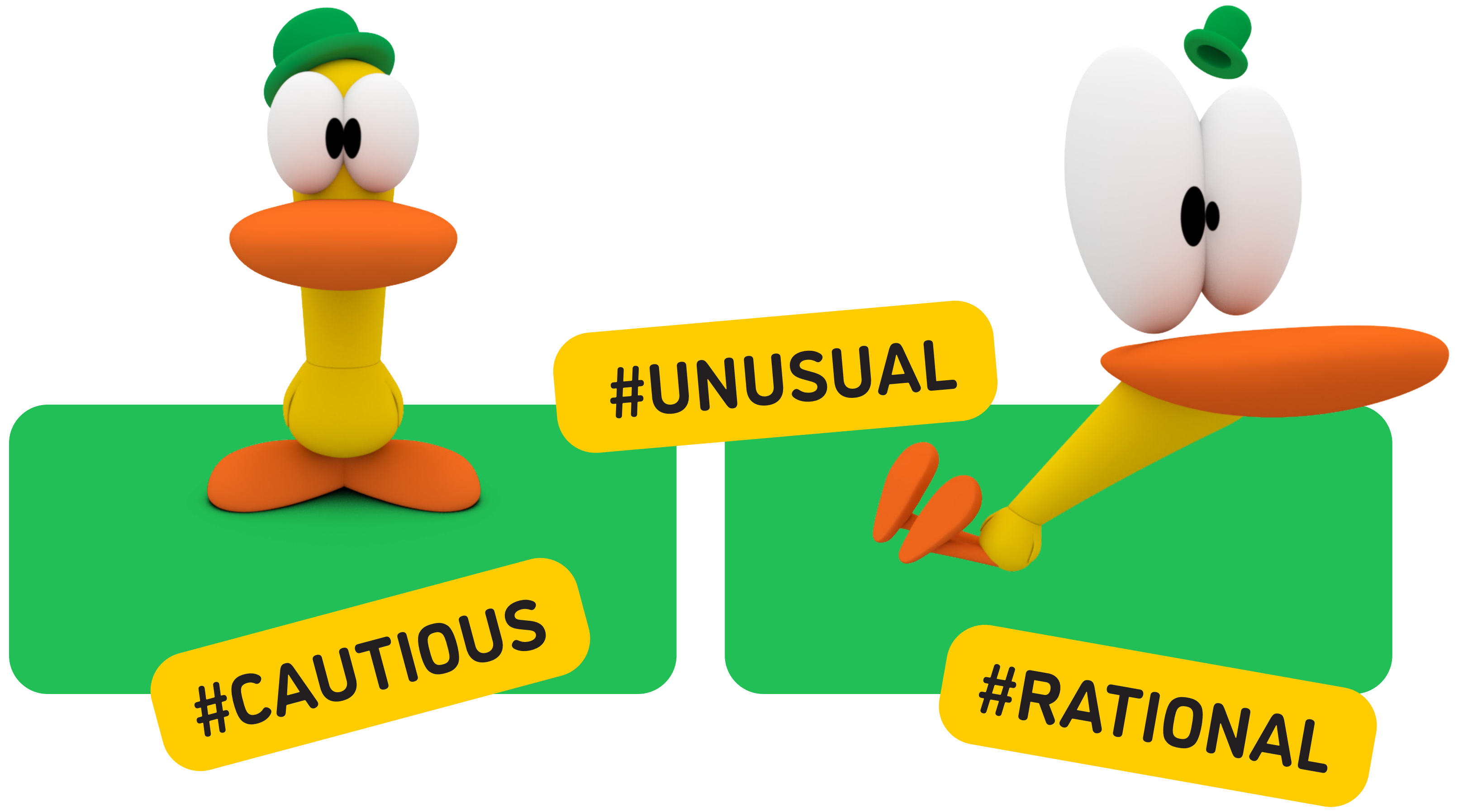


- TURNAROUND



Pato

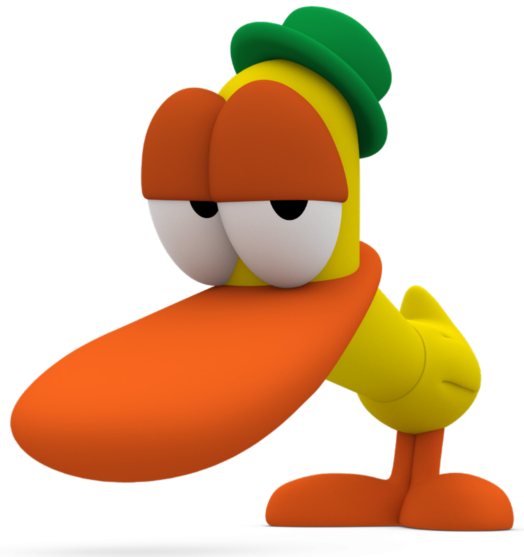
The Quirky Perfectionist



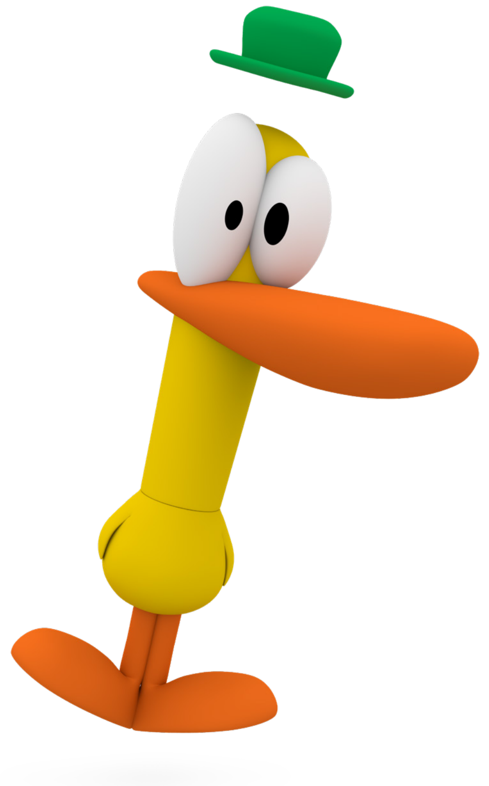
Pato is an intelligent duck who likes the simple things in life. While Pocoyo is big on adventure, Pato would prefer to read a book or water his plants. Still, Pato and Pocoyo are best friends, proving that opposites attract. Pato is cautious and easily scared, but thanks to (or because of) Pocoyo, he finds himself stepping out of his comfort zone and into thrilling adventures.

Pato

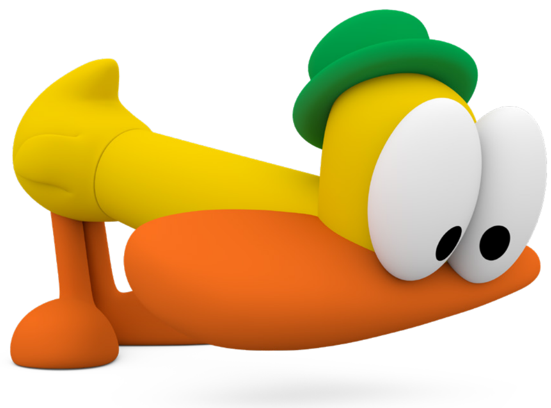
Poses



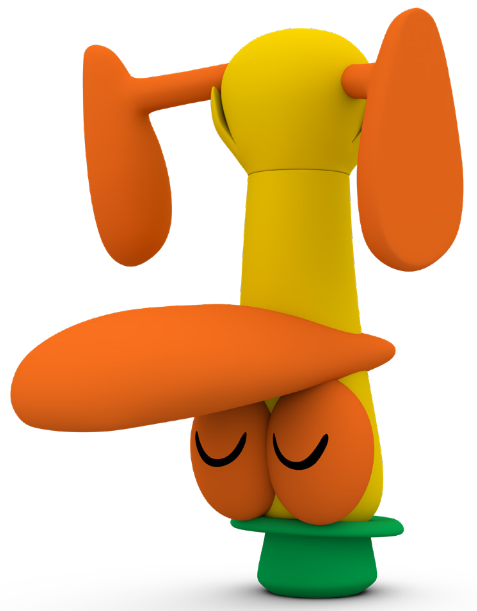
PATO_3D_0001



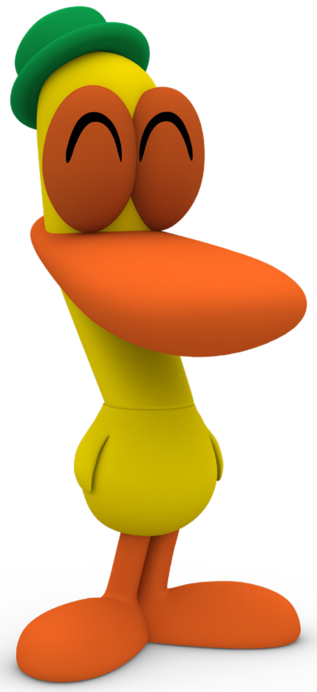
PATO_3D_0002



PATO_3D_0003



PATO_3D_0004



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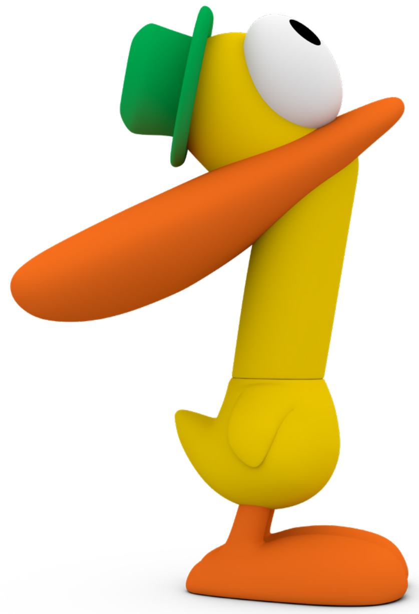

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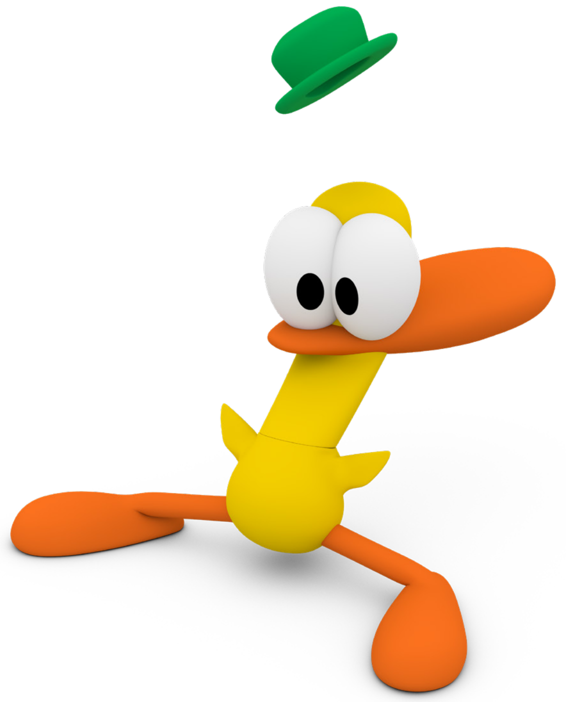

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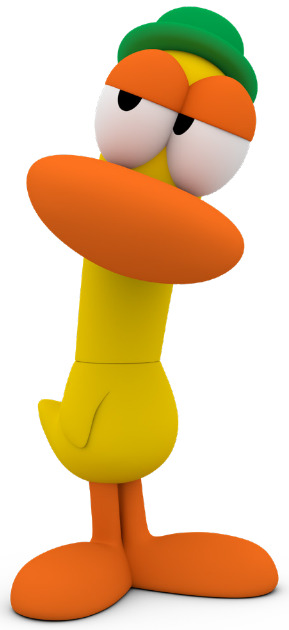

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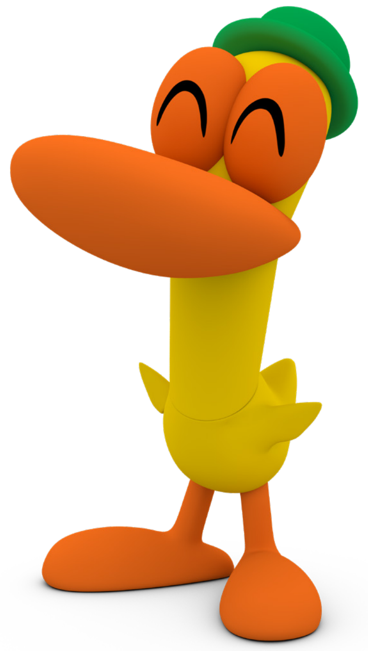

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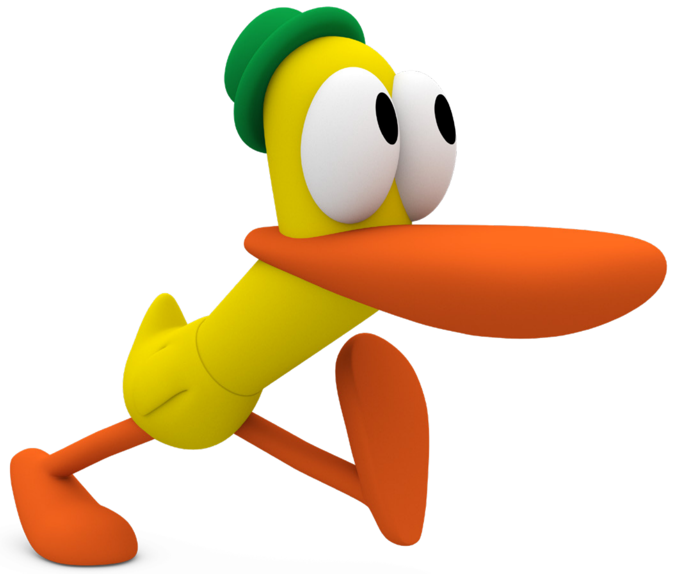

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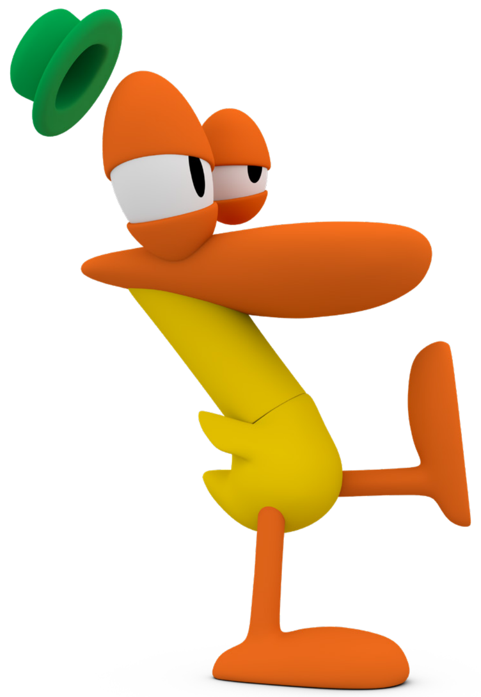

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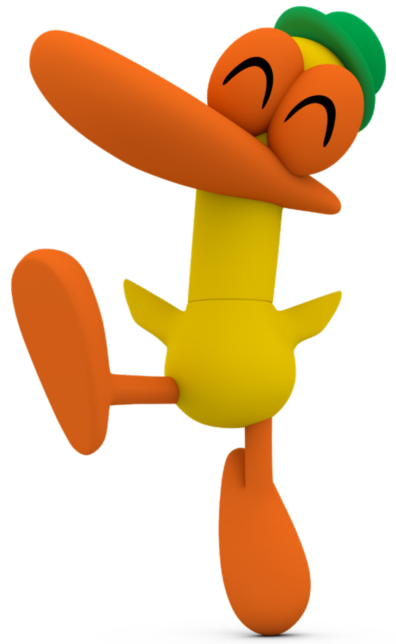
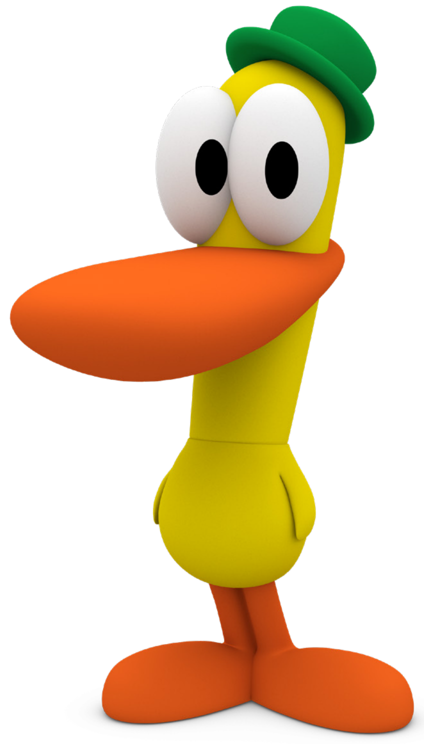


PATO_3D_0012

Pato

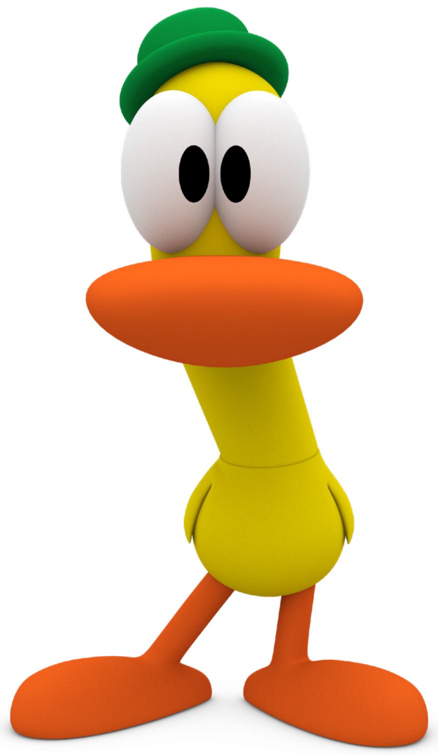
Poses



PATO_3D_0013

PATO_3D_0014

PATO_3D_0015



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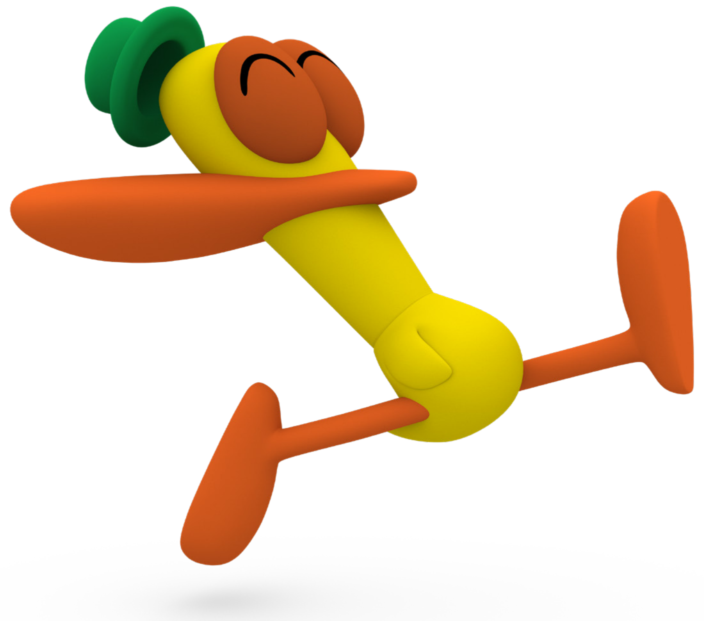

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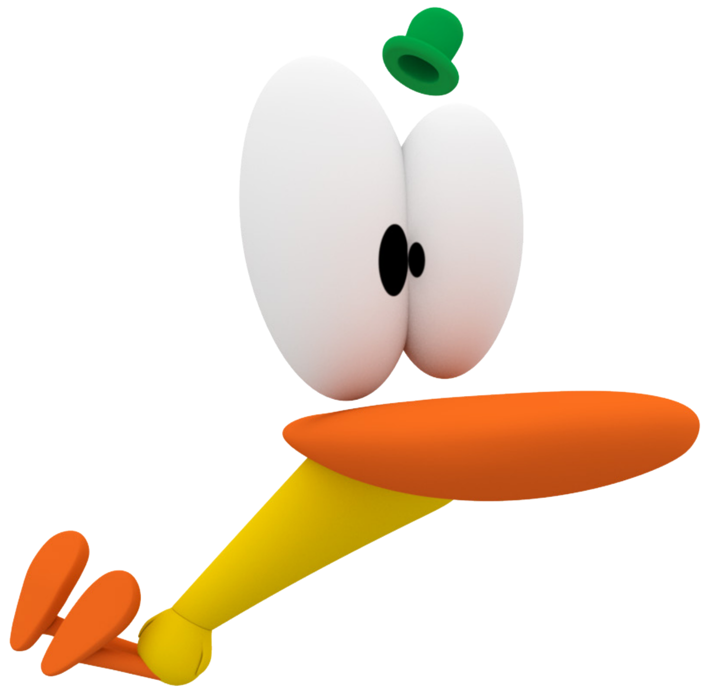
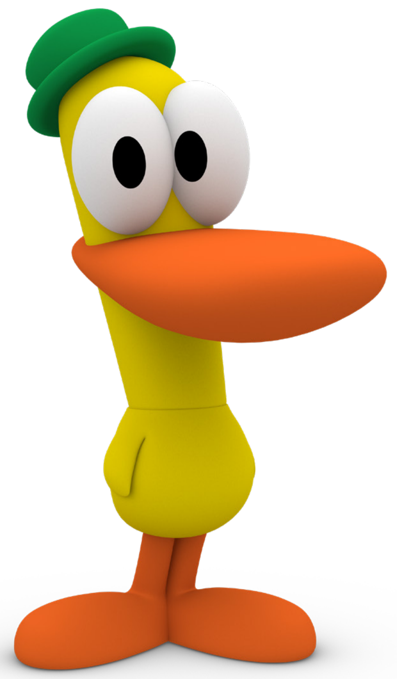
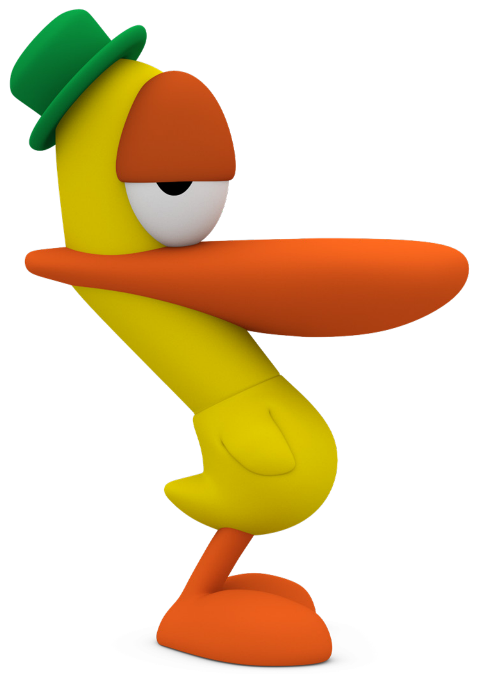


PATO_3D_0018

PATO_3D_0019



PATO_3D_0020



PATO_3D_0021

PATO_3D_0022

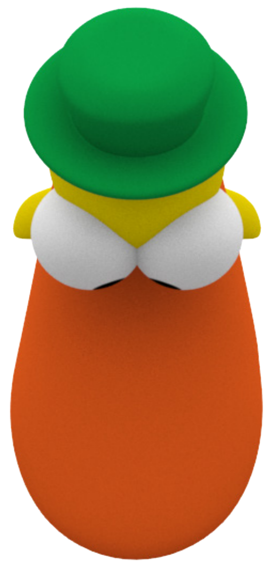
PATO_3D_0023

PATO_3D_0024

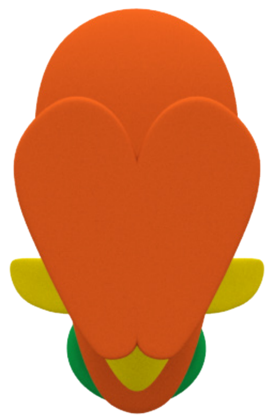
Pato

Turnaround

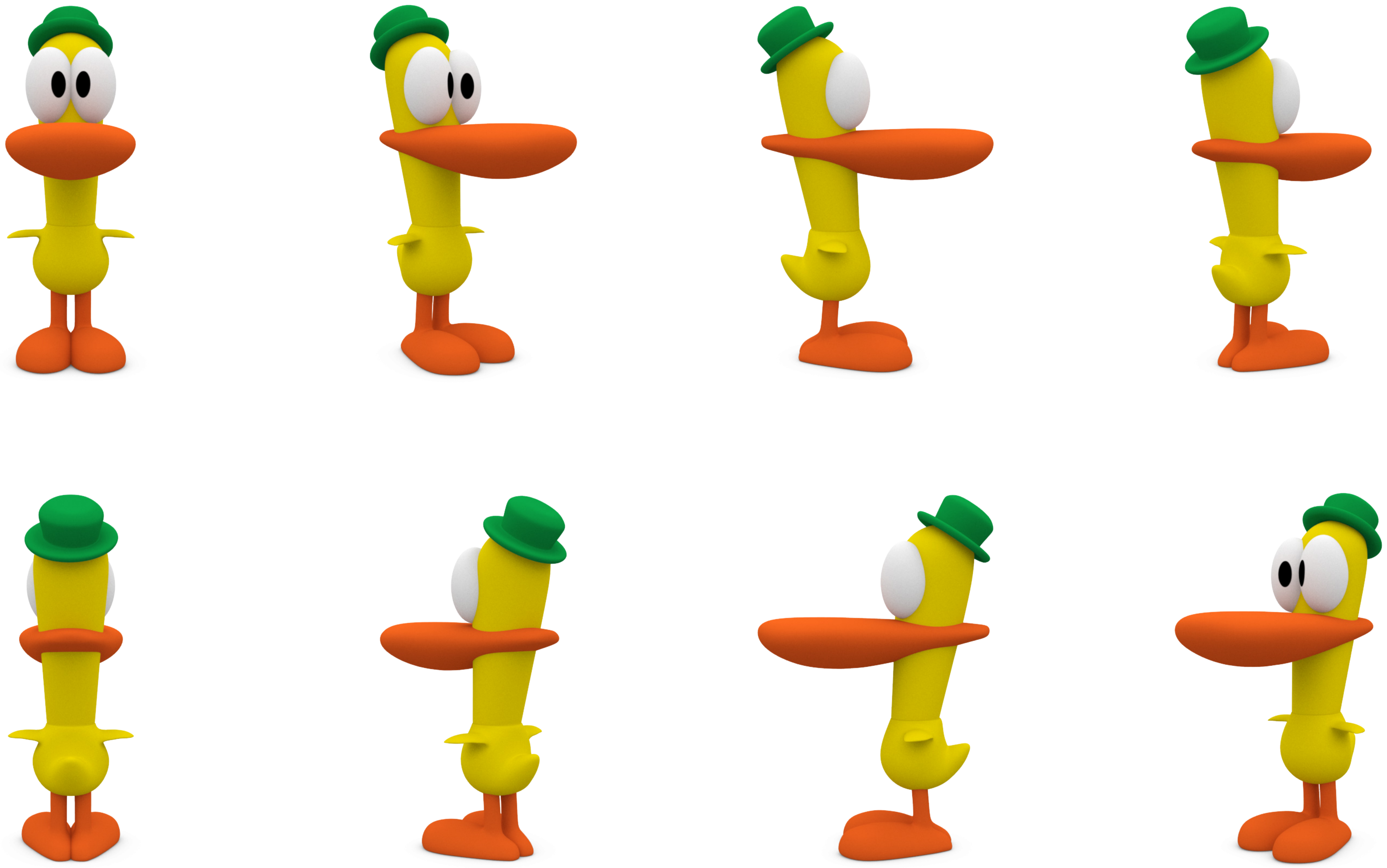
- TOP VIEW



- BOTTOM VIEW

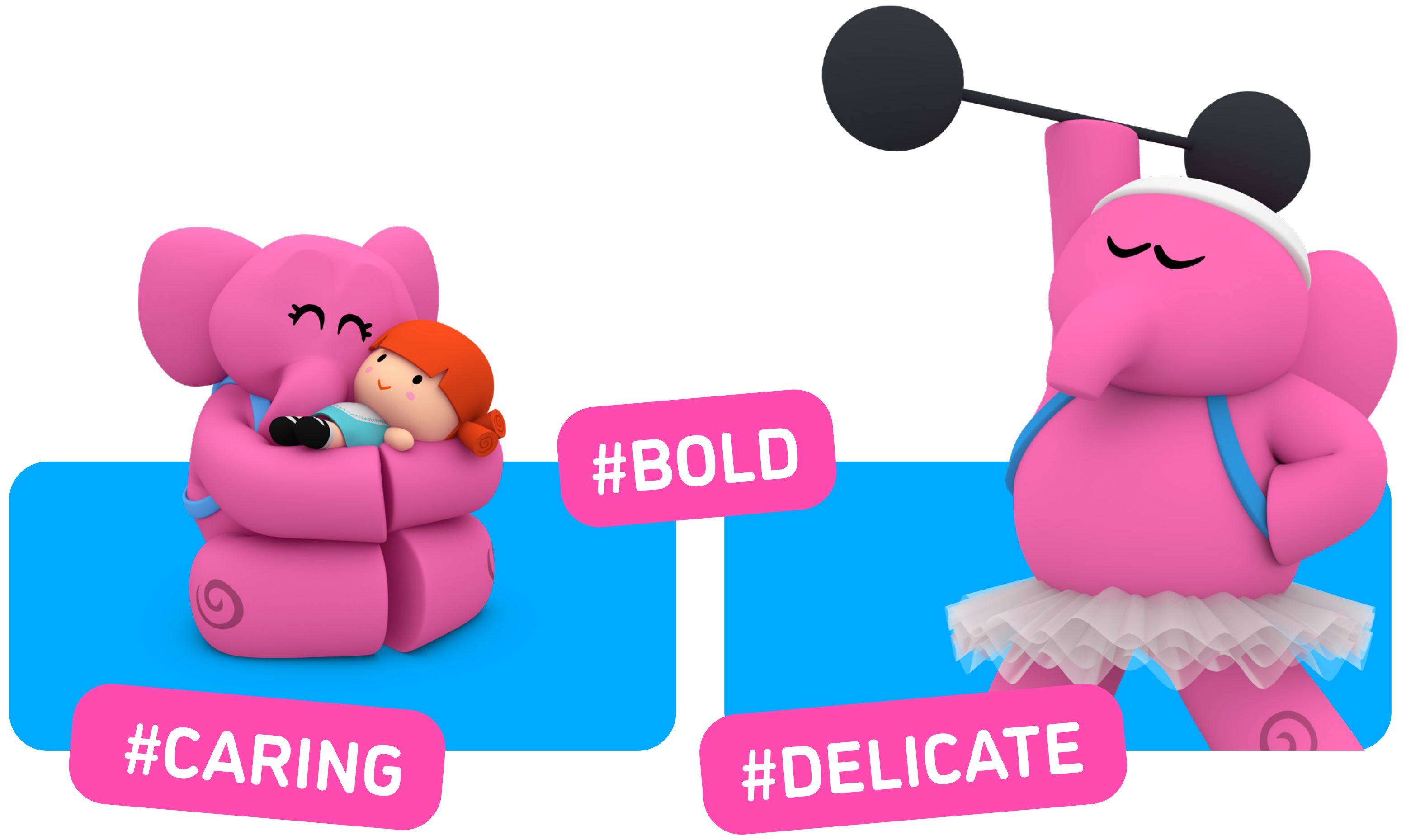


- TURNAROUND

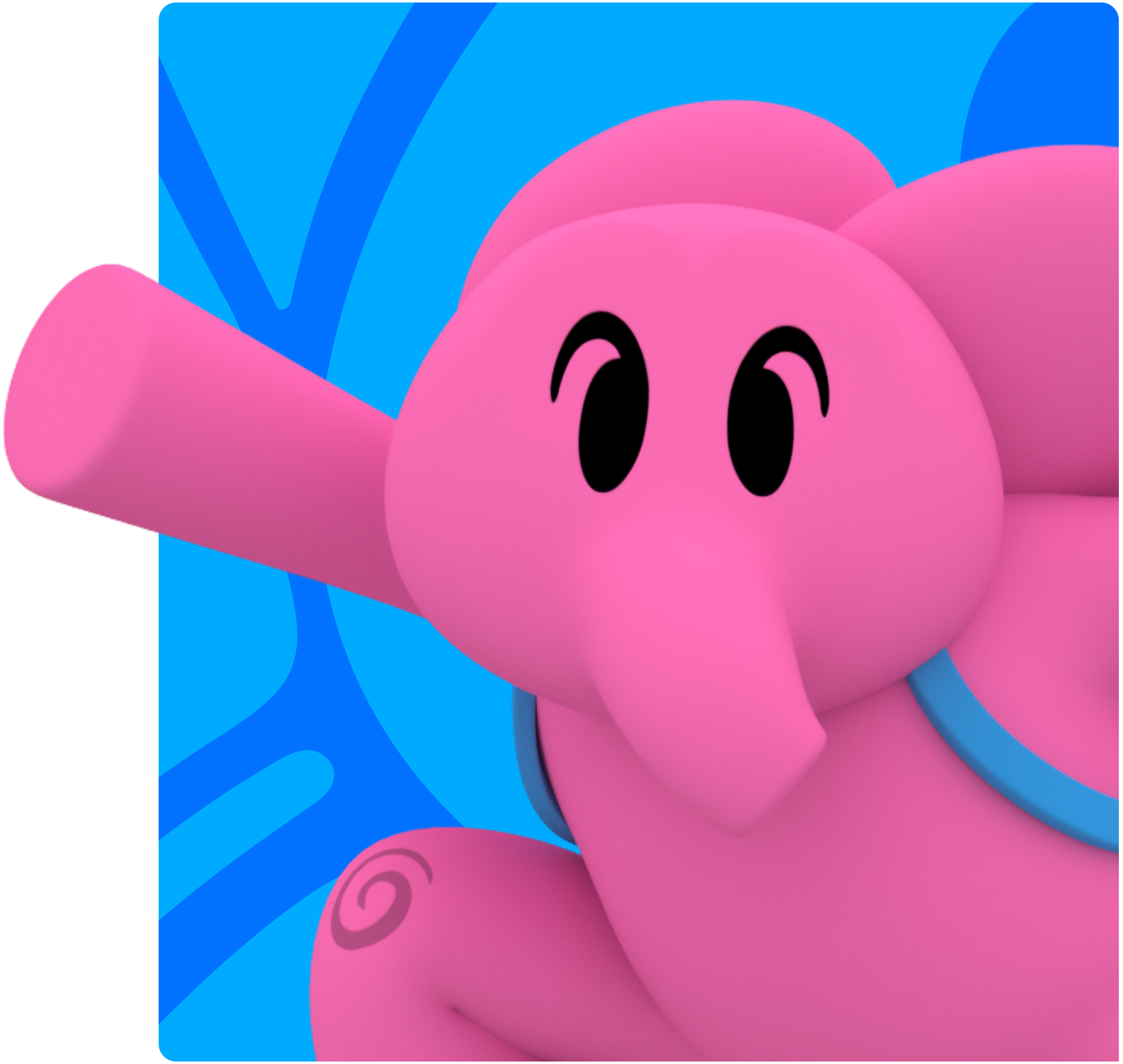


Elly

The Delicate Pink Hurricane

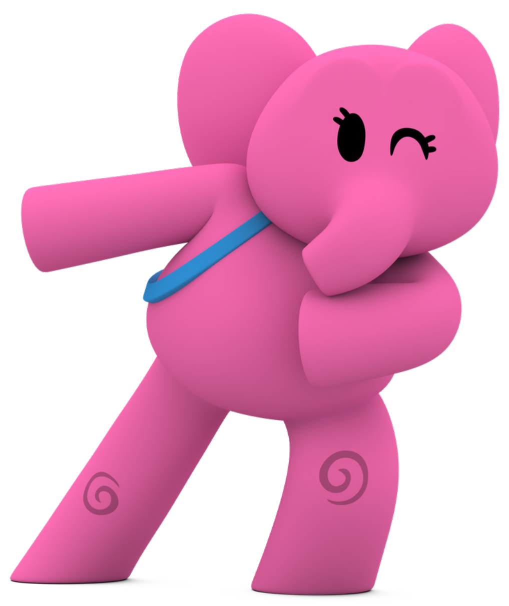


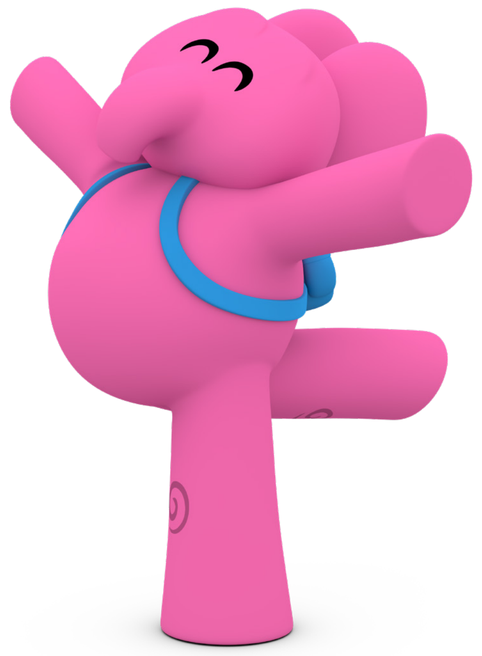
Elly embodies everything she aspires to be – a graceful ballerina, an impressive weightlifter, and an up–and–coming filmmaker. She can be as elegant as a princess and as tough as a warrior. Elly is also the inventor of a new Olympic discipline she calls Ballet–Karate.



Elly

Poses


ELLY_3D_0001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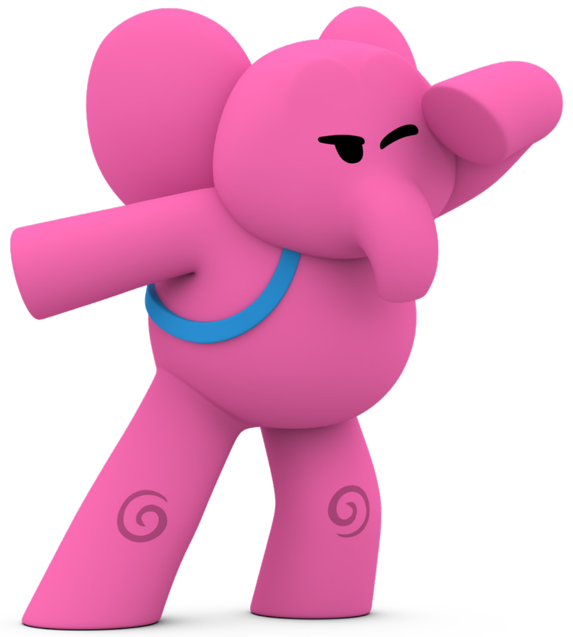
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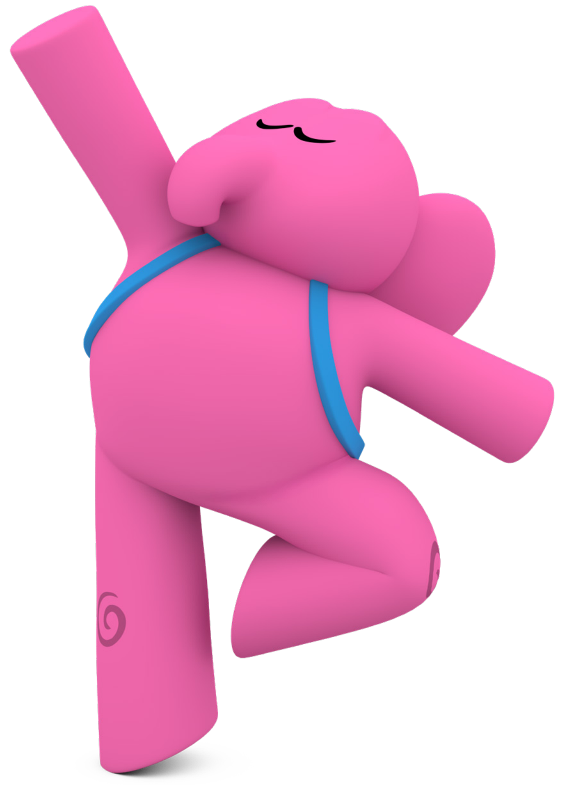
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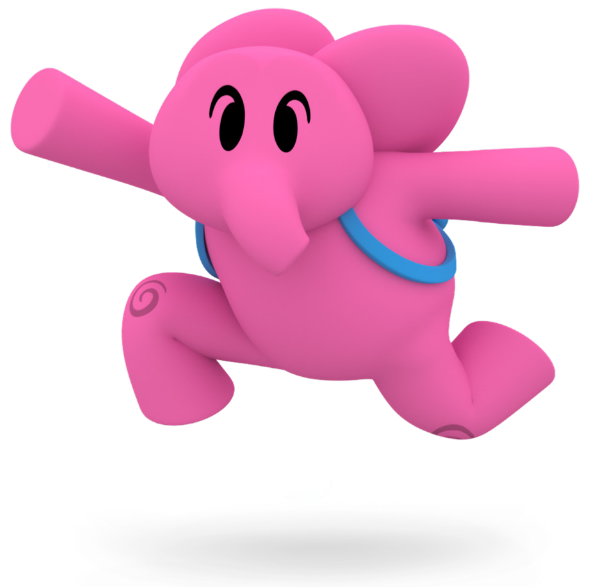
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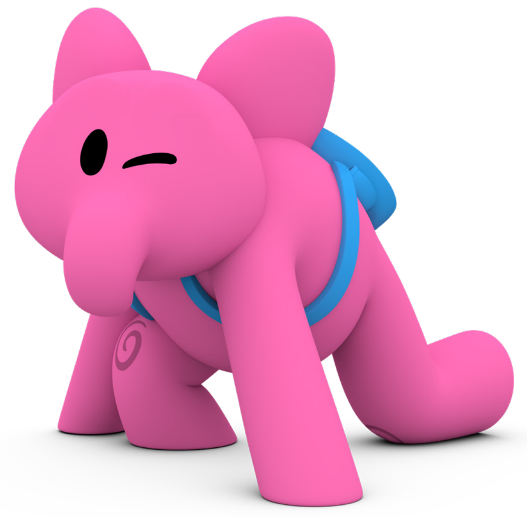
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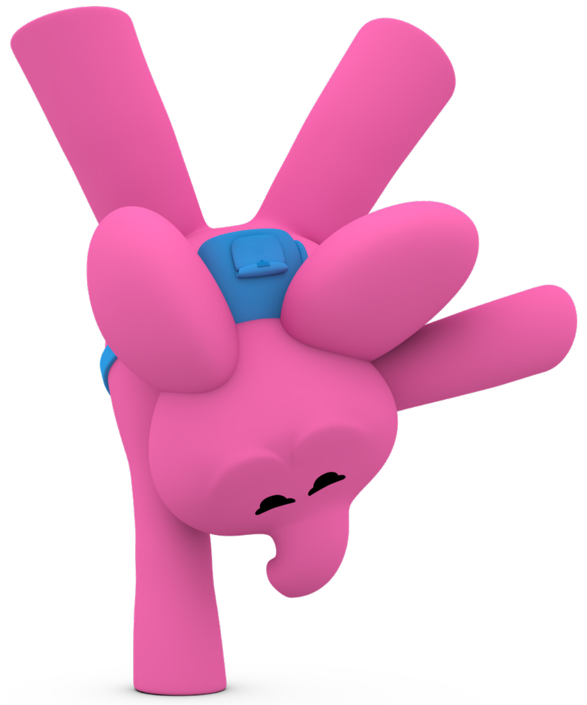
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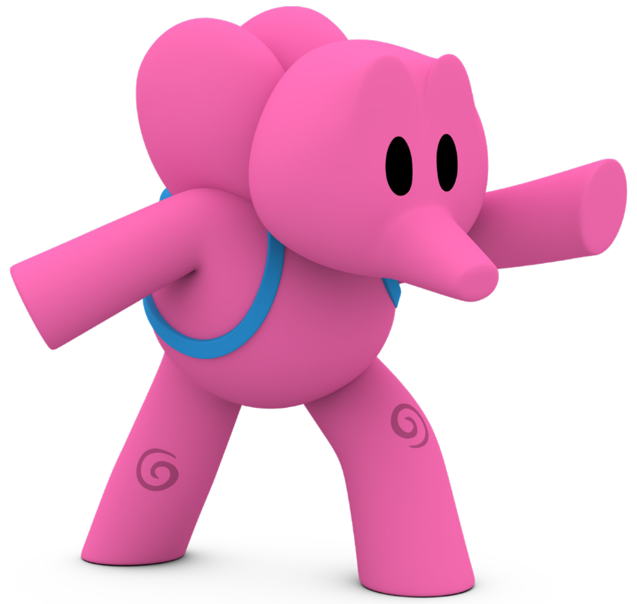
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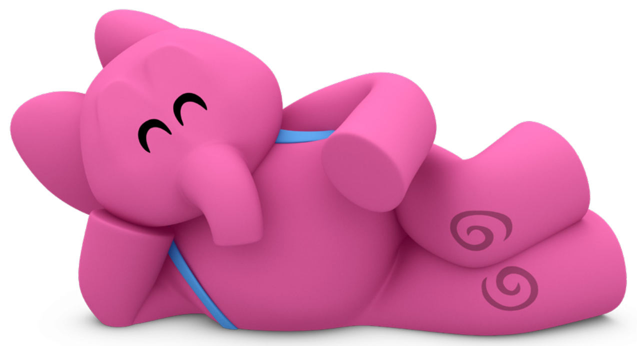
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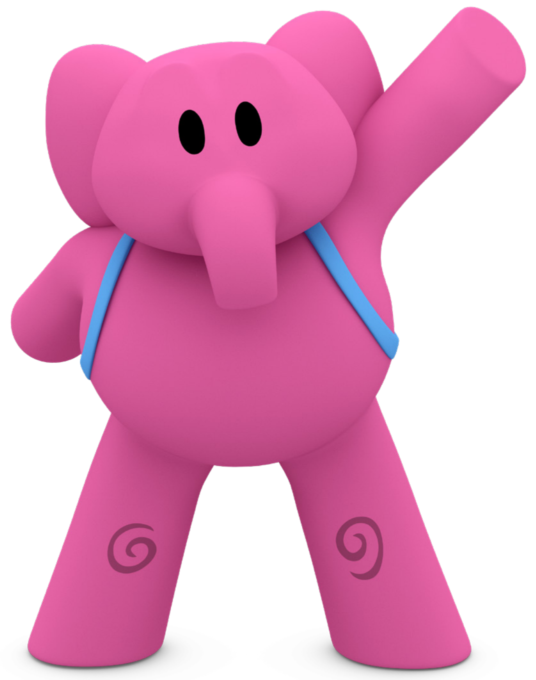
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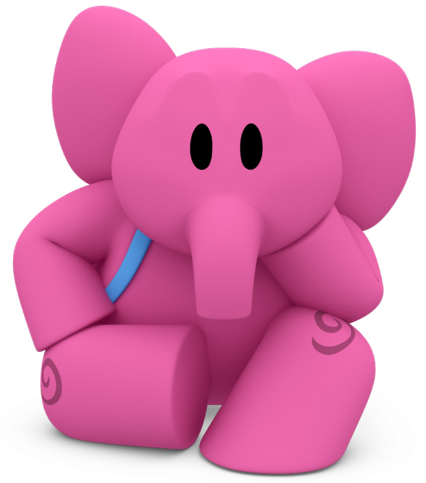
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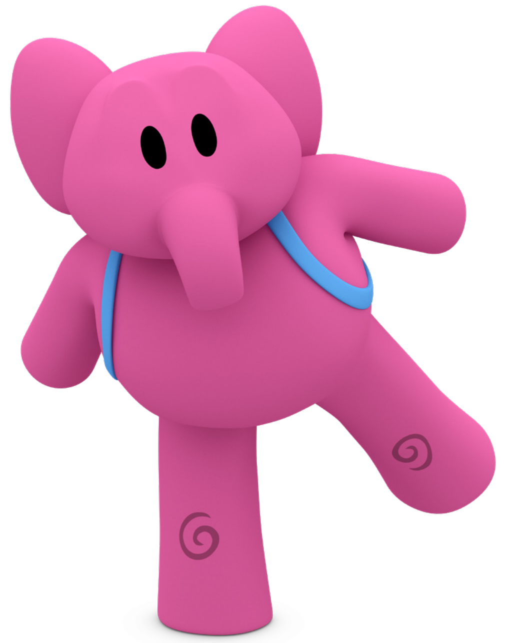

ELLY_3D_0012

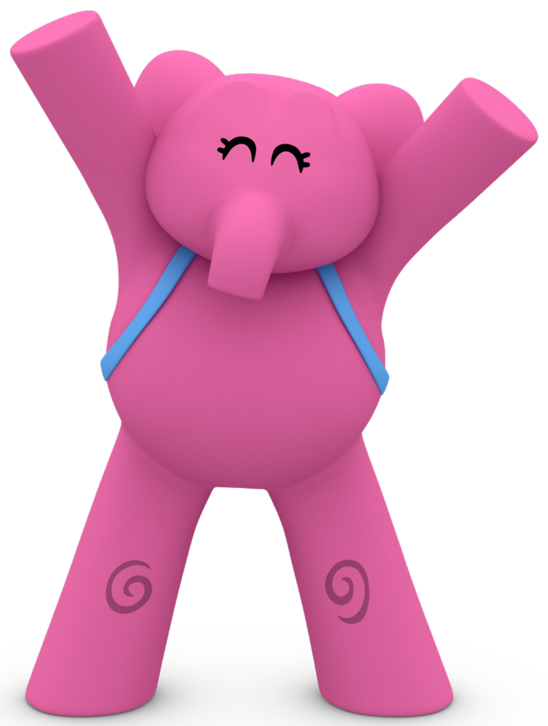
Elly

Poses

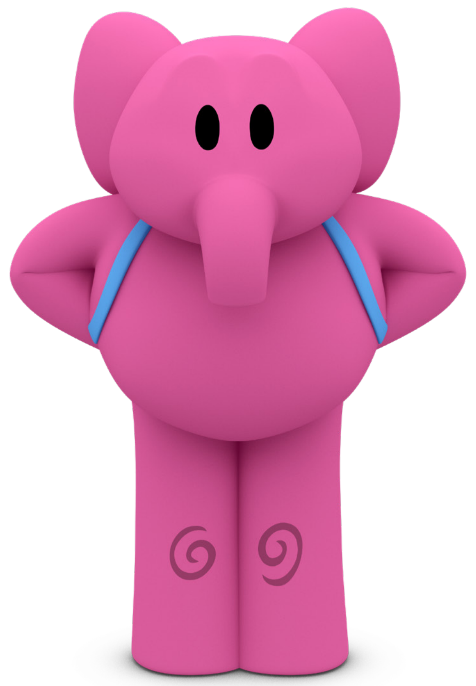
ELLY_3D_0013

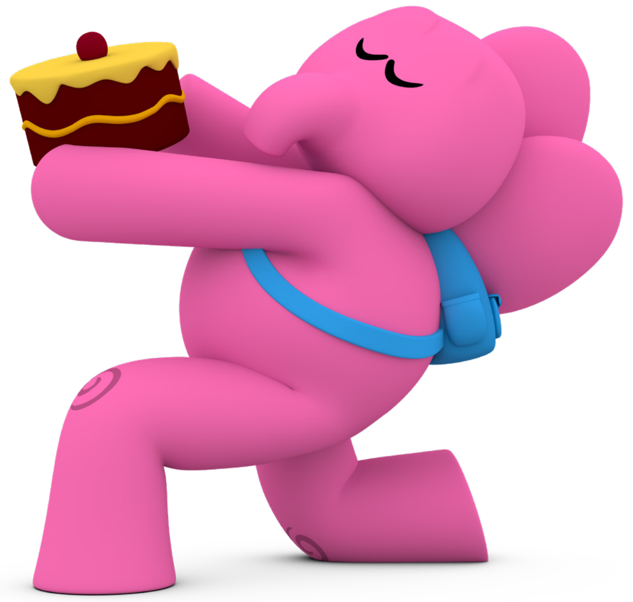
ELLY_3D_0014

ELLY_3D_0015


ELLY_3D_0016

ELLY_3D_0017


ELLY_3D_0018


ELLY_3D_0019

ELLY_3D_0020

ELLY_3D_0021

ELLY_3D_0022

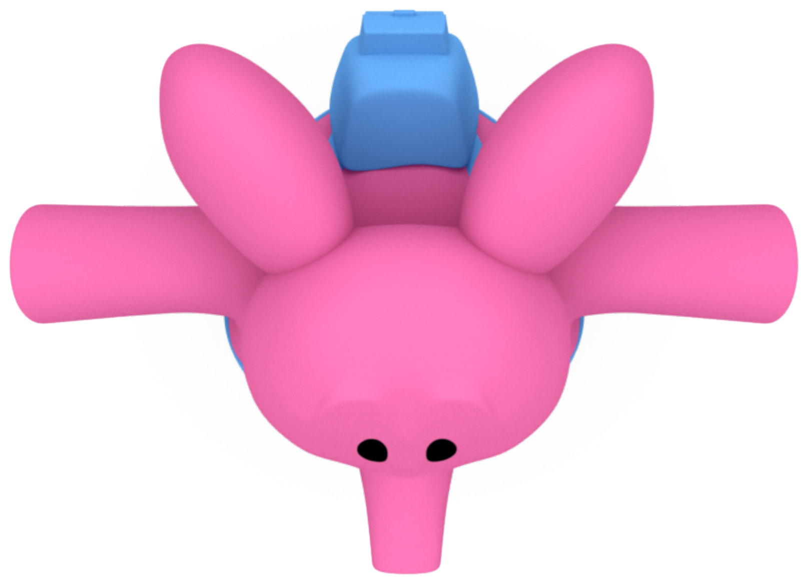
ELLY_3D_0023

ELLY_3D_0024

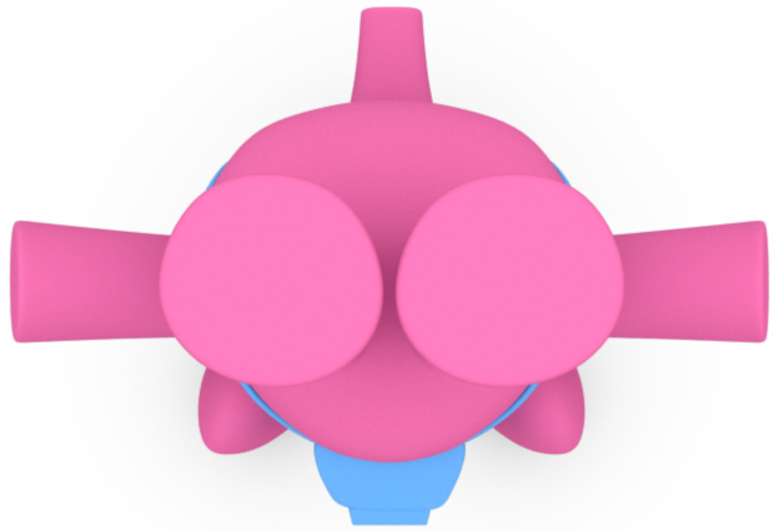
Elly

Turnaround

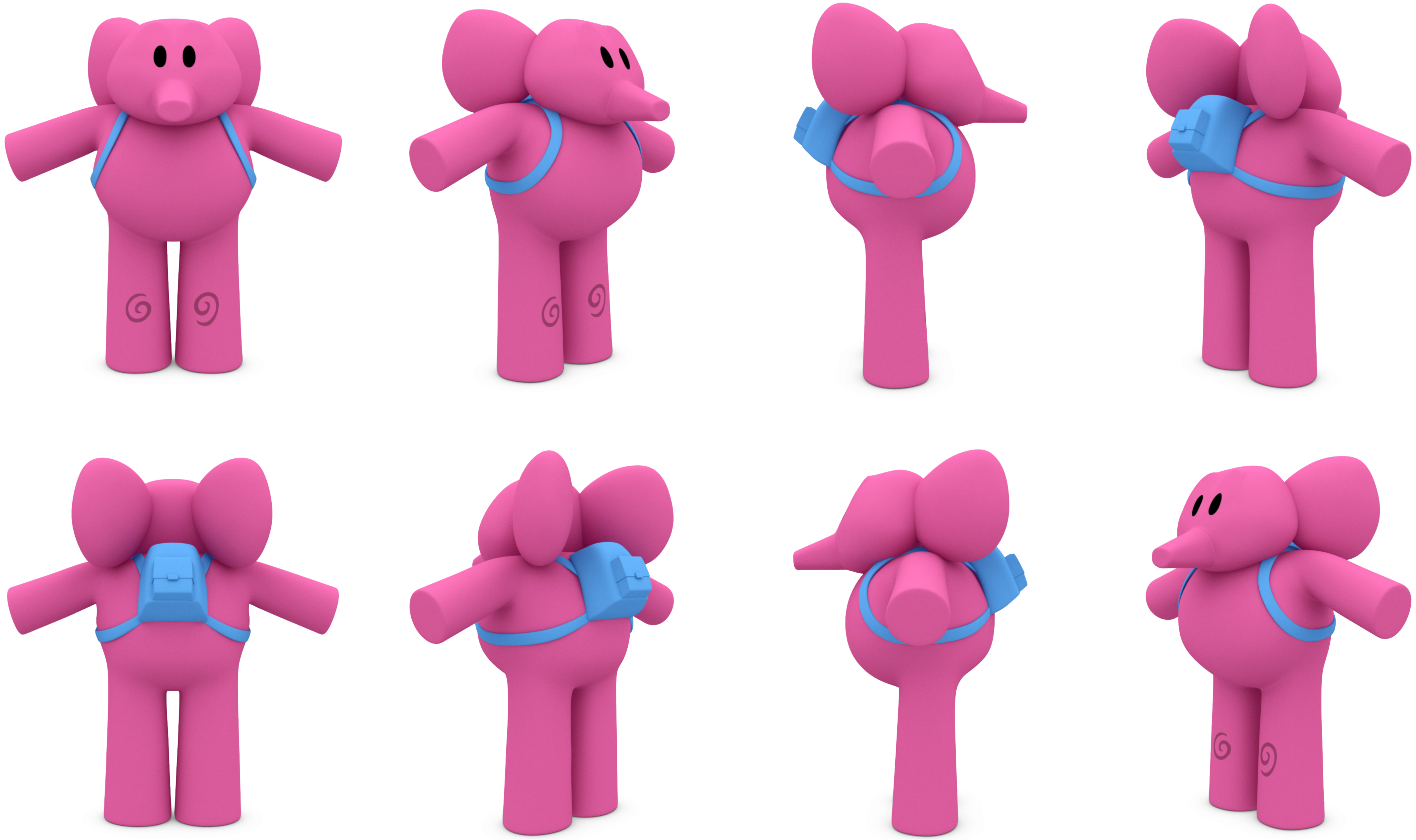
- TOP VIEW



- BOTTOM VIEW

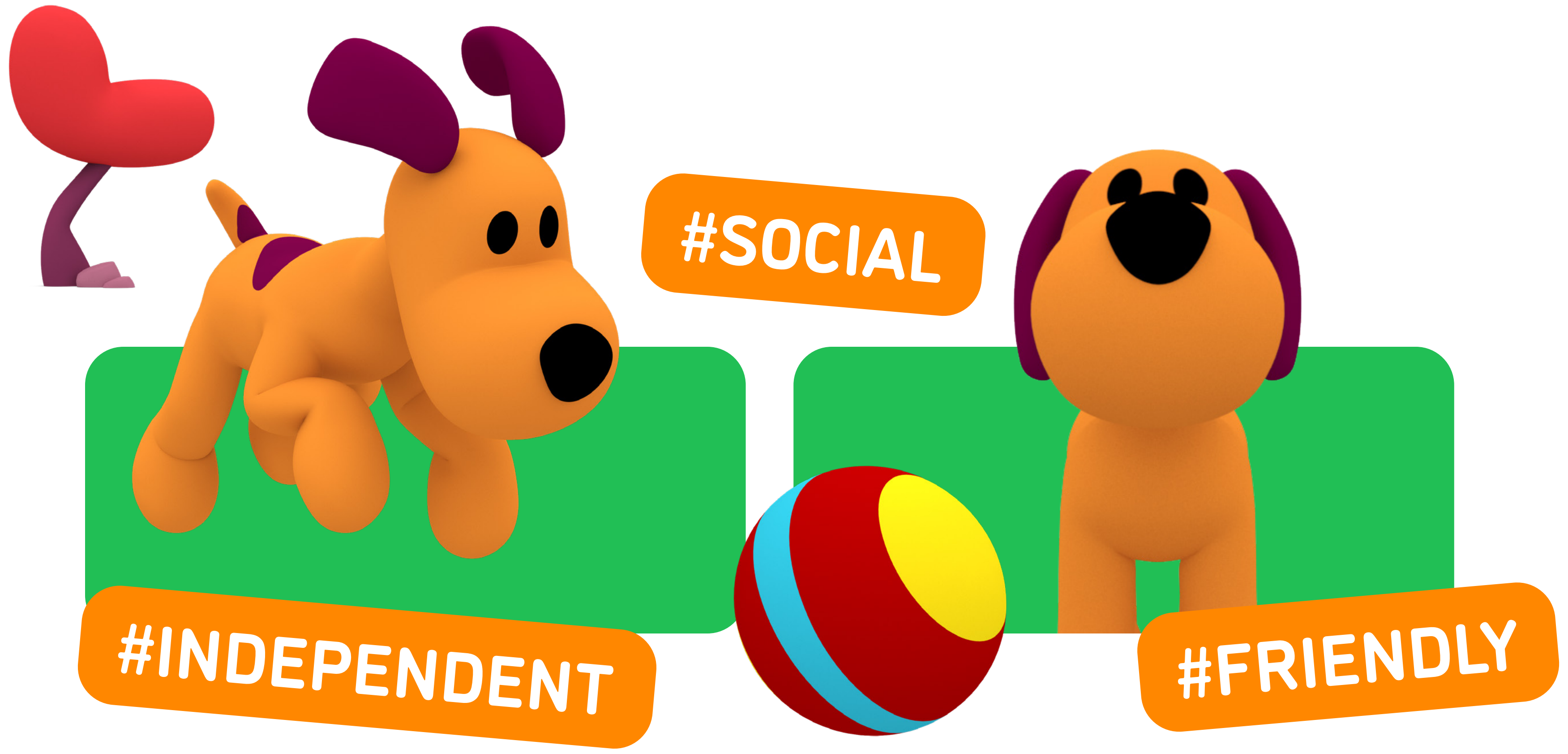


- TURNAROUND



LULA

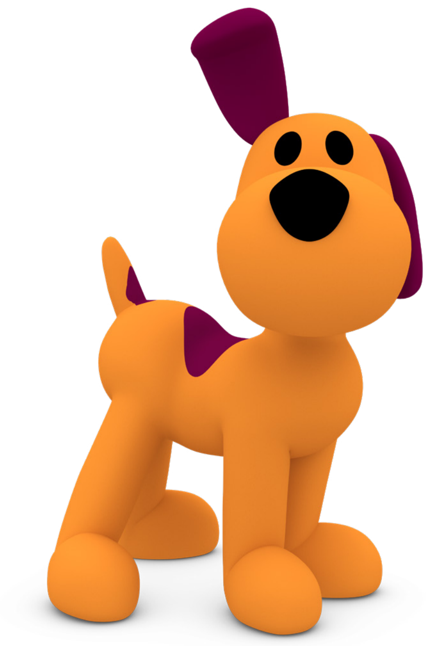
The Loyal Adventurer



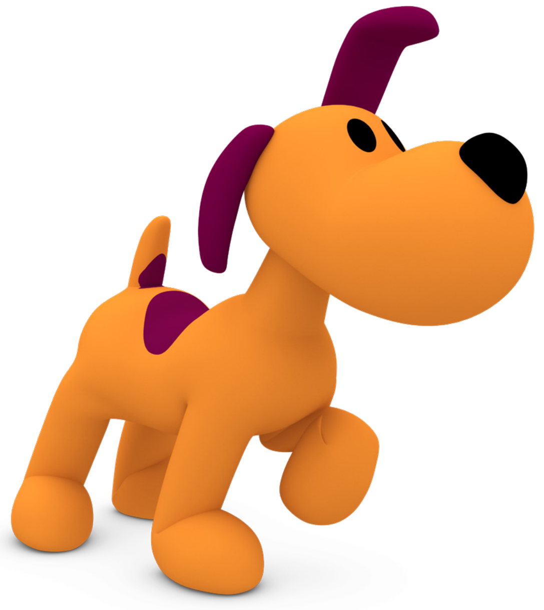
Lula is Pocoyo and Bea's playful pet dog. Unlike the other characters, Lula behaves just like a real dog–walking on all fours and loving every adventure. Sweet, energetic, and always up for fun, Lula's loyalty and enthusiasm make her an irreplaceable part of the team.

LULA

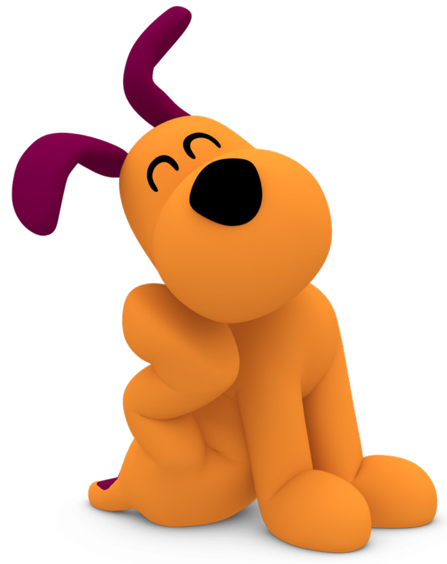
Poses



LULA_3D_0001



LULA_3D_0002



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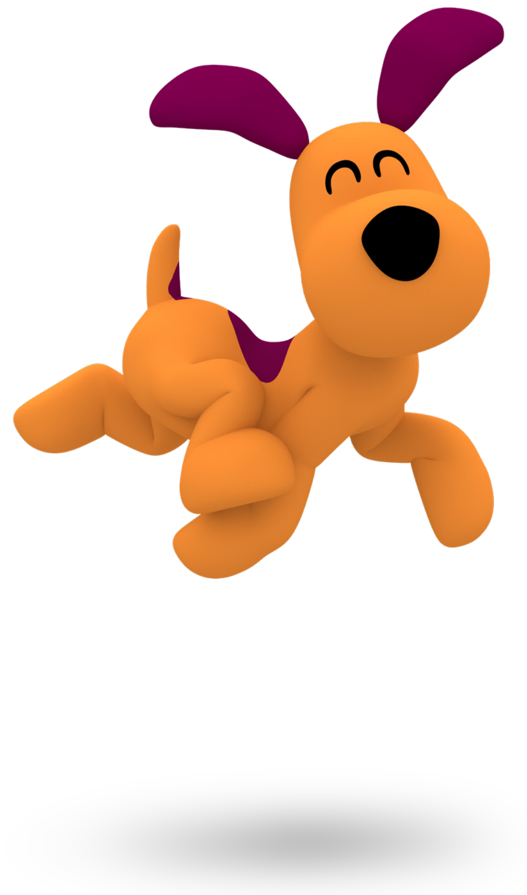

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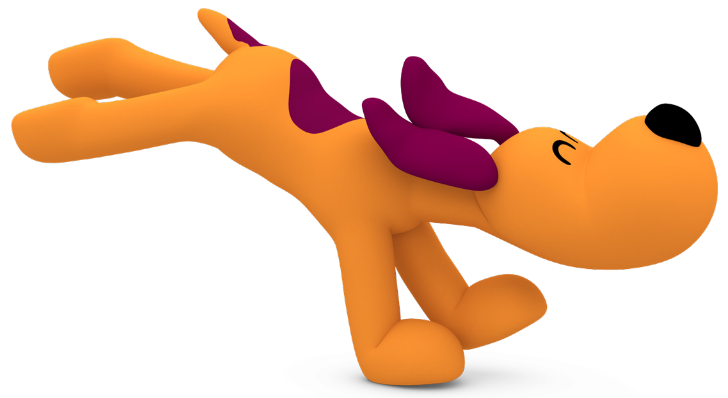

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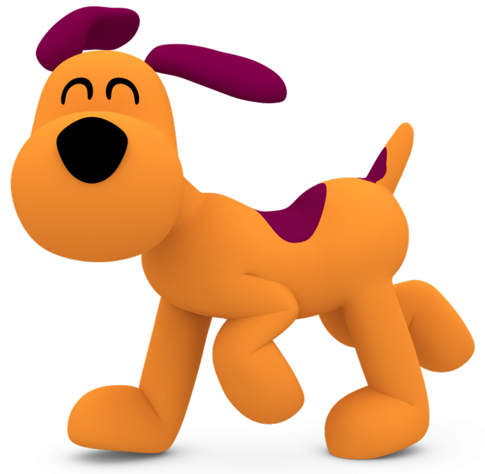

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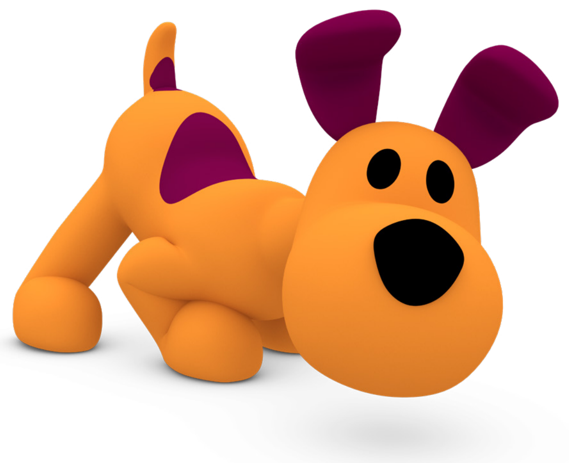

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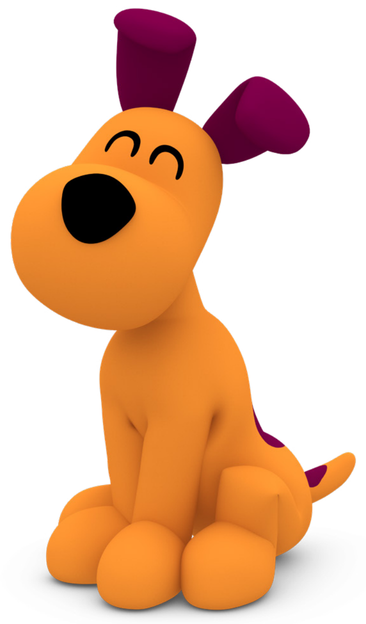

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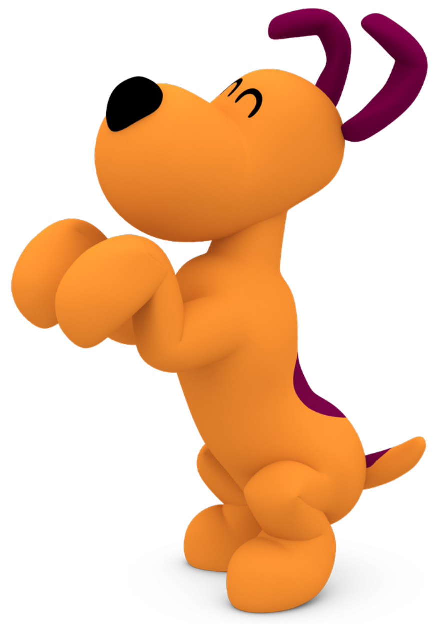

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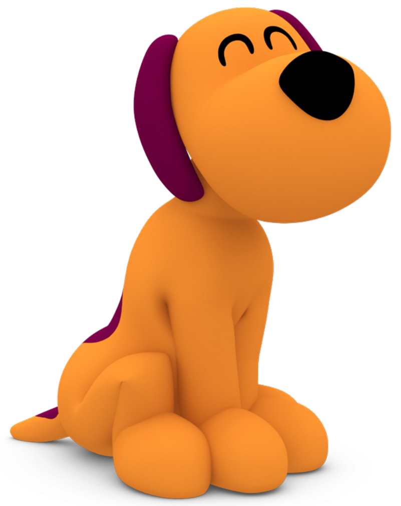

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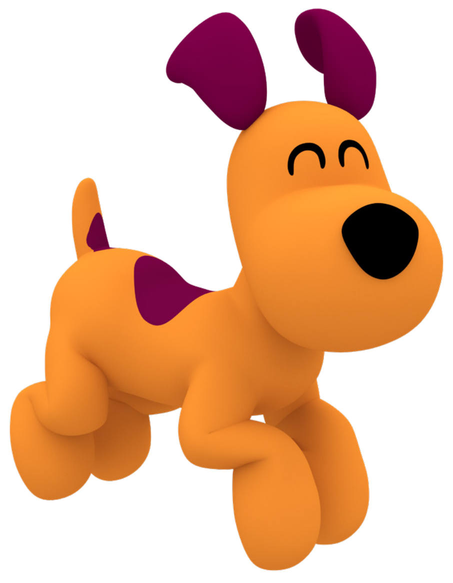

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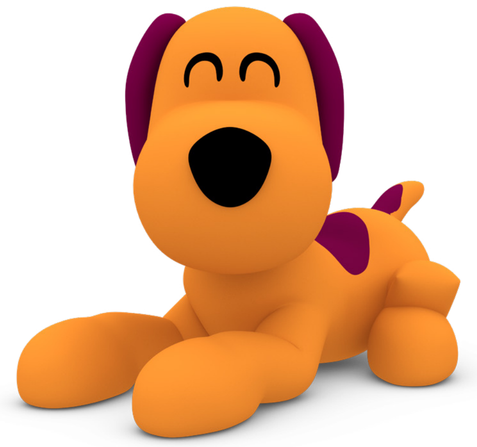
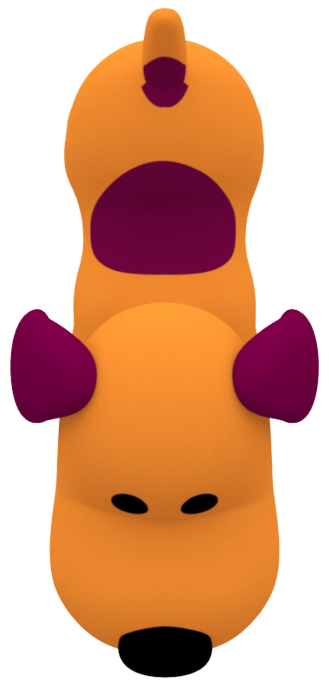


LULA_3D_0012

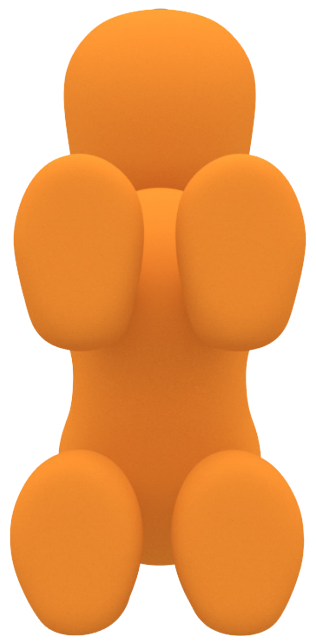
LULA

Turnaround

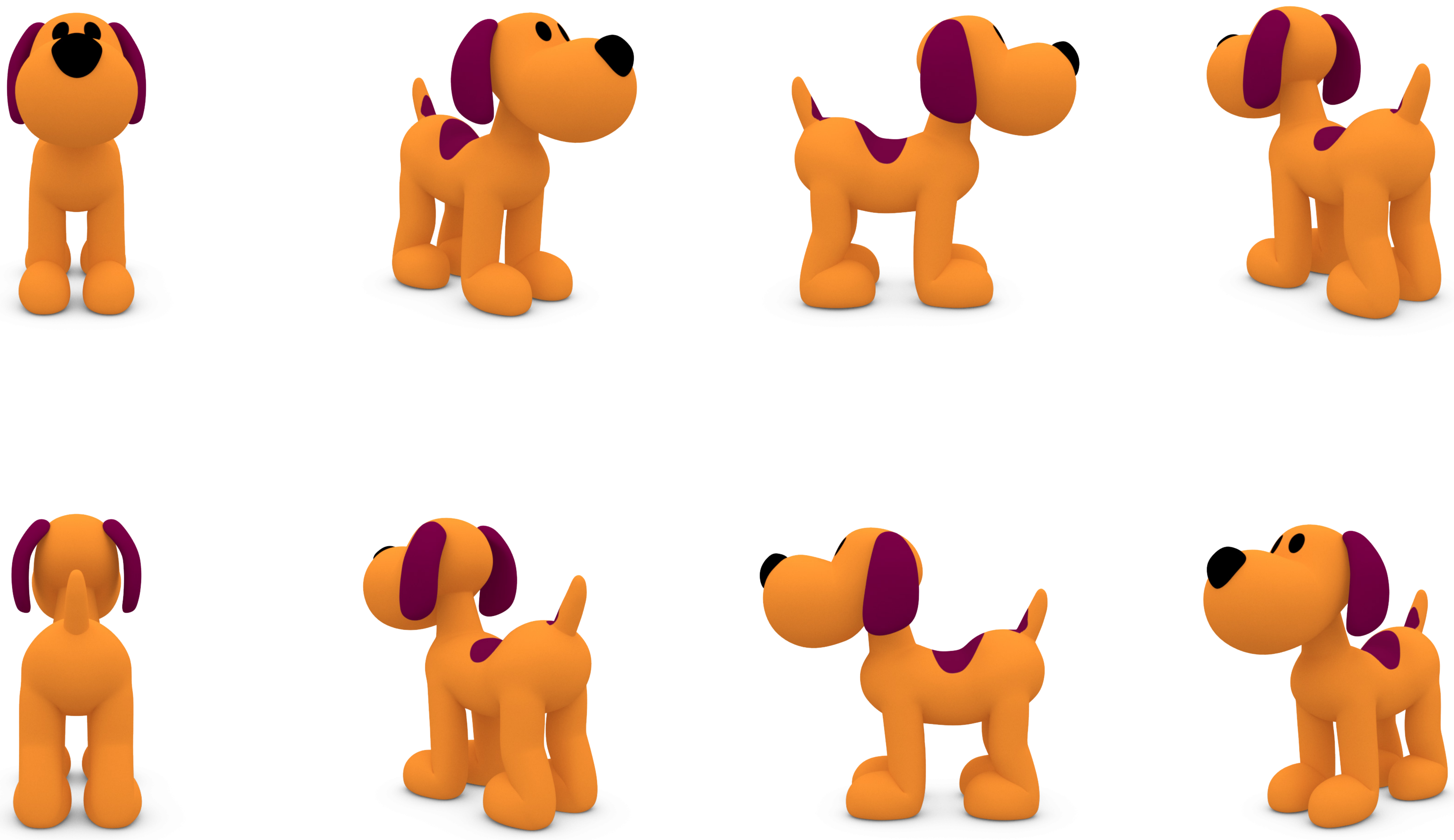
- TOP VIEW



- BOTTOM VIEW

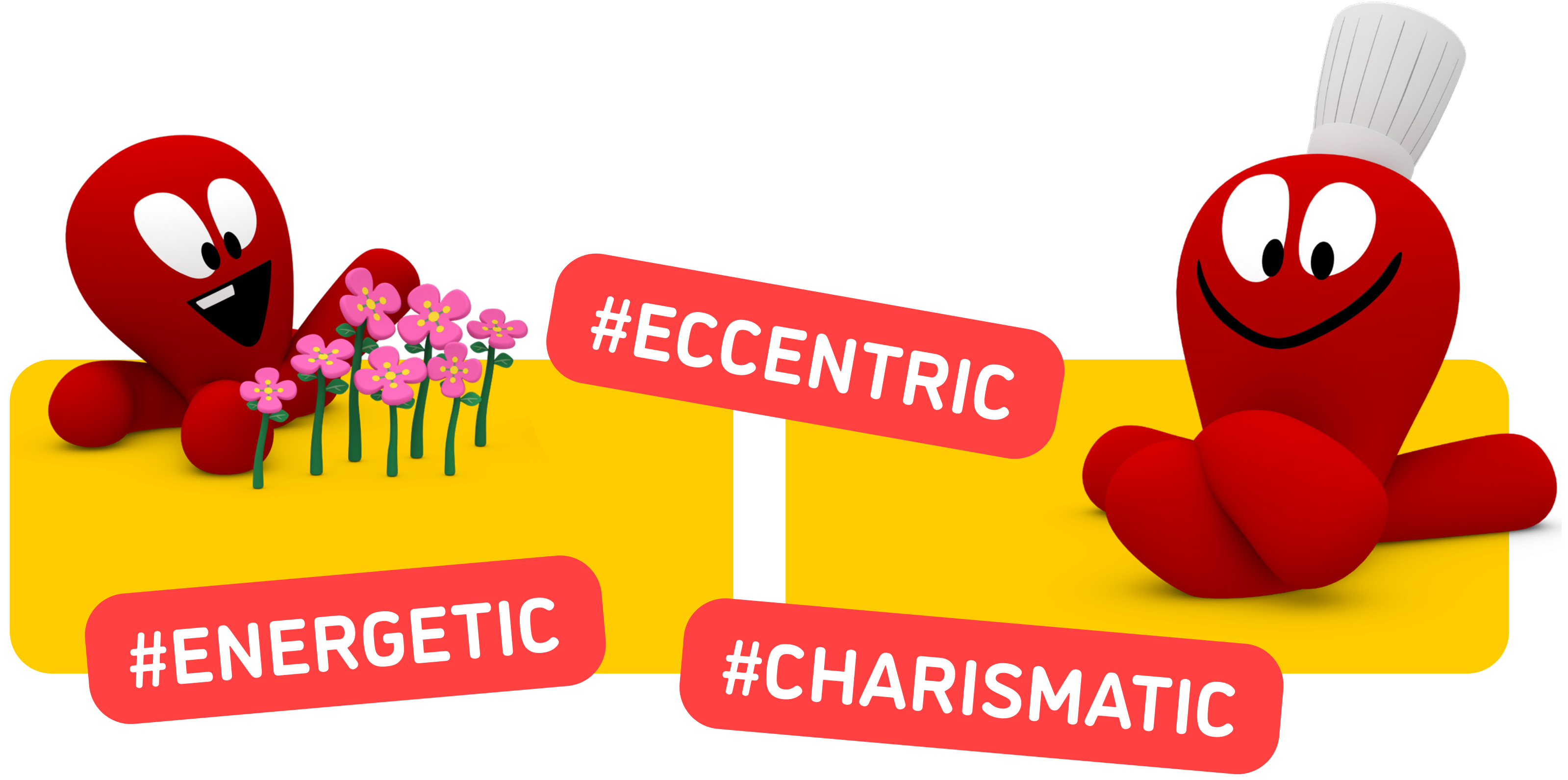


- TURNAROUND



Pulpo

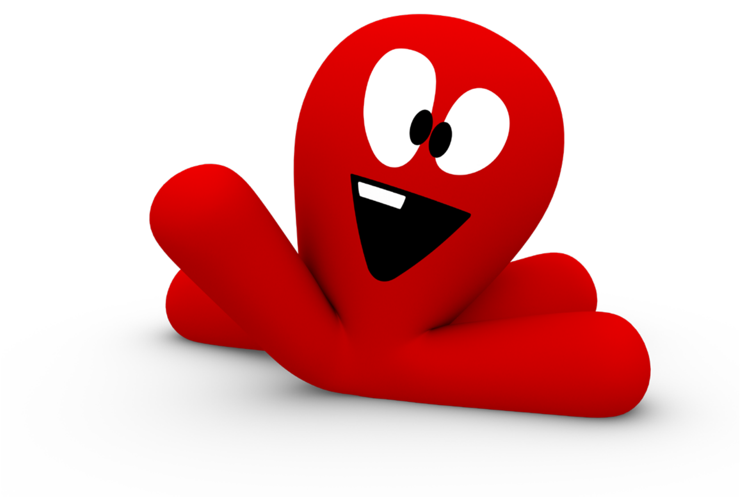
The Eccentric Performer



Pulpo is a lively, opera–singing octopus whose wild antics and unique style make him a favourite despite his incomprehensible chatter. Full of energy and a bit eccentric, Pulpo brings joy and cheer to Pocoyo and friends, proving that even the quirkiest characters have a special place in their hearts.

Pulpo

Poses



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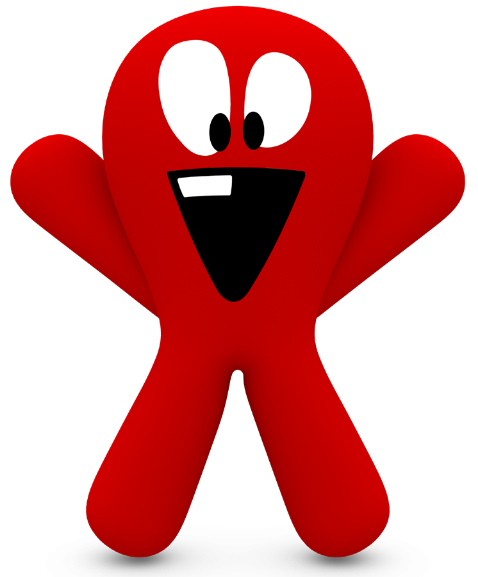
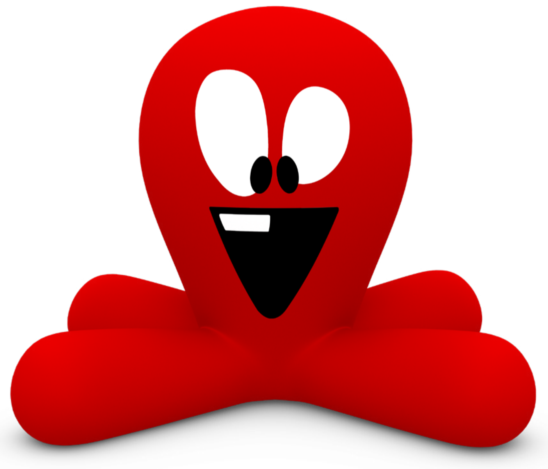


PULPO_3D_0002



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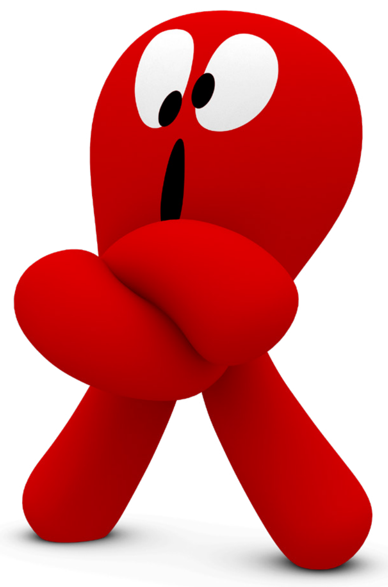

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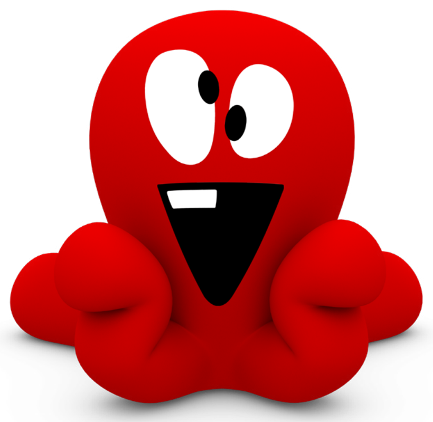

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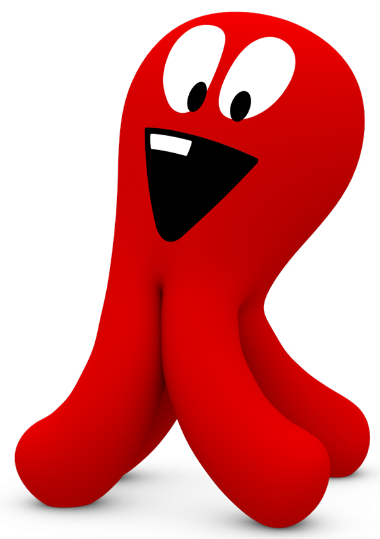

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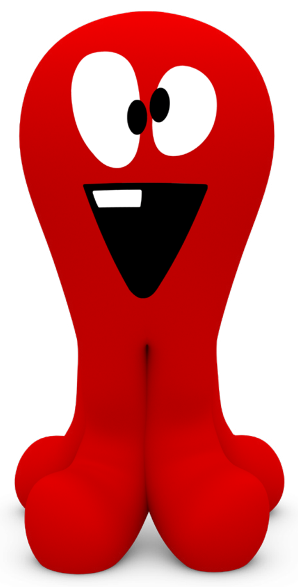

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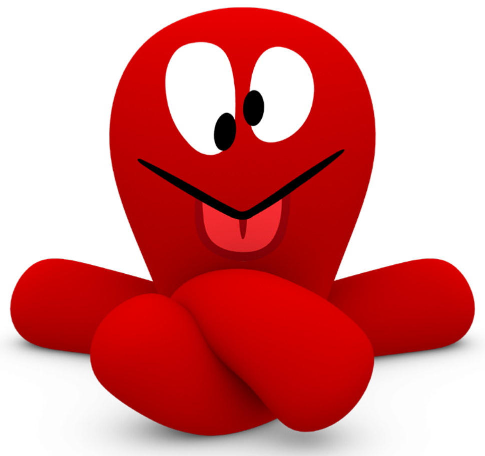

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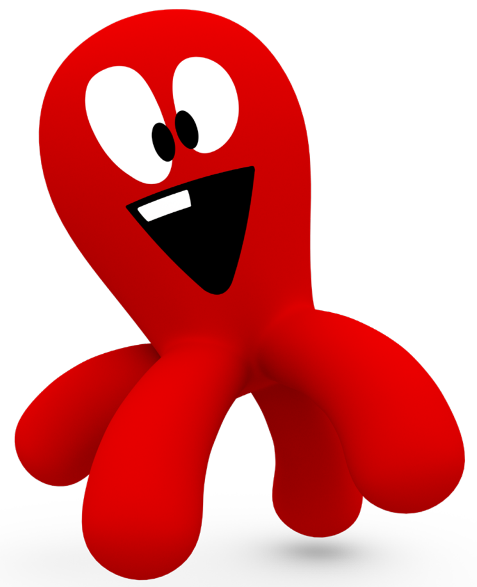

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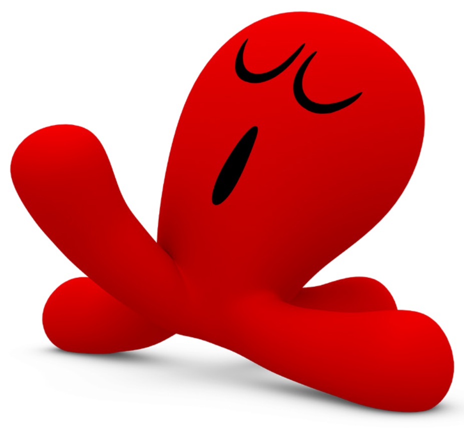

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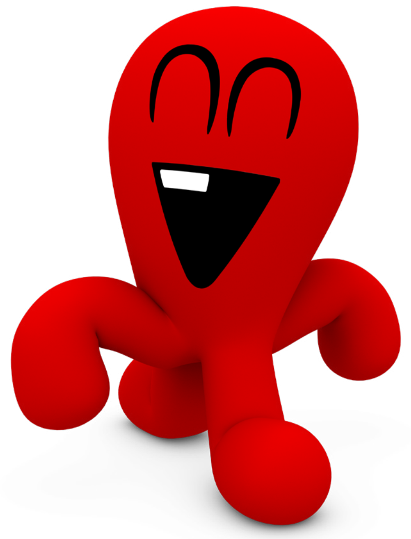

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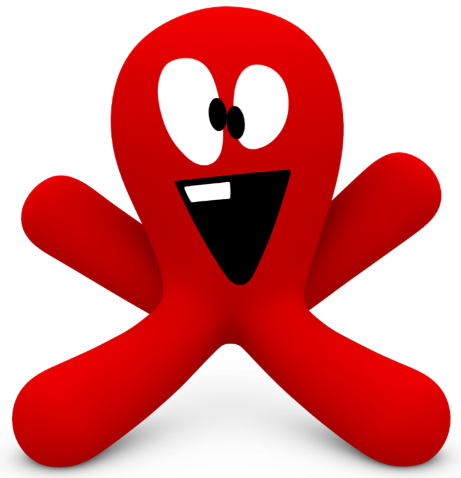
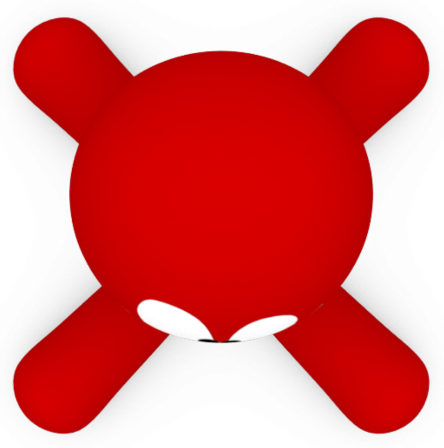


PULPO_3D_0012

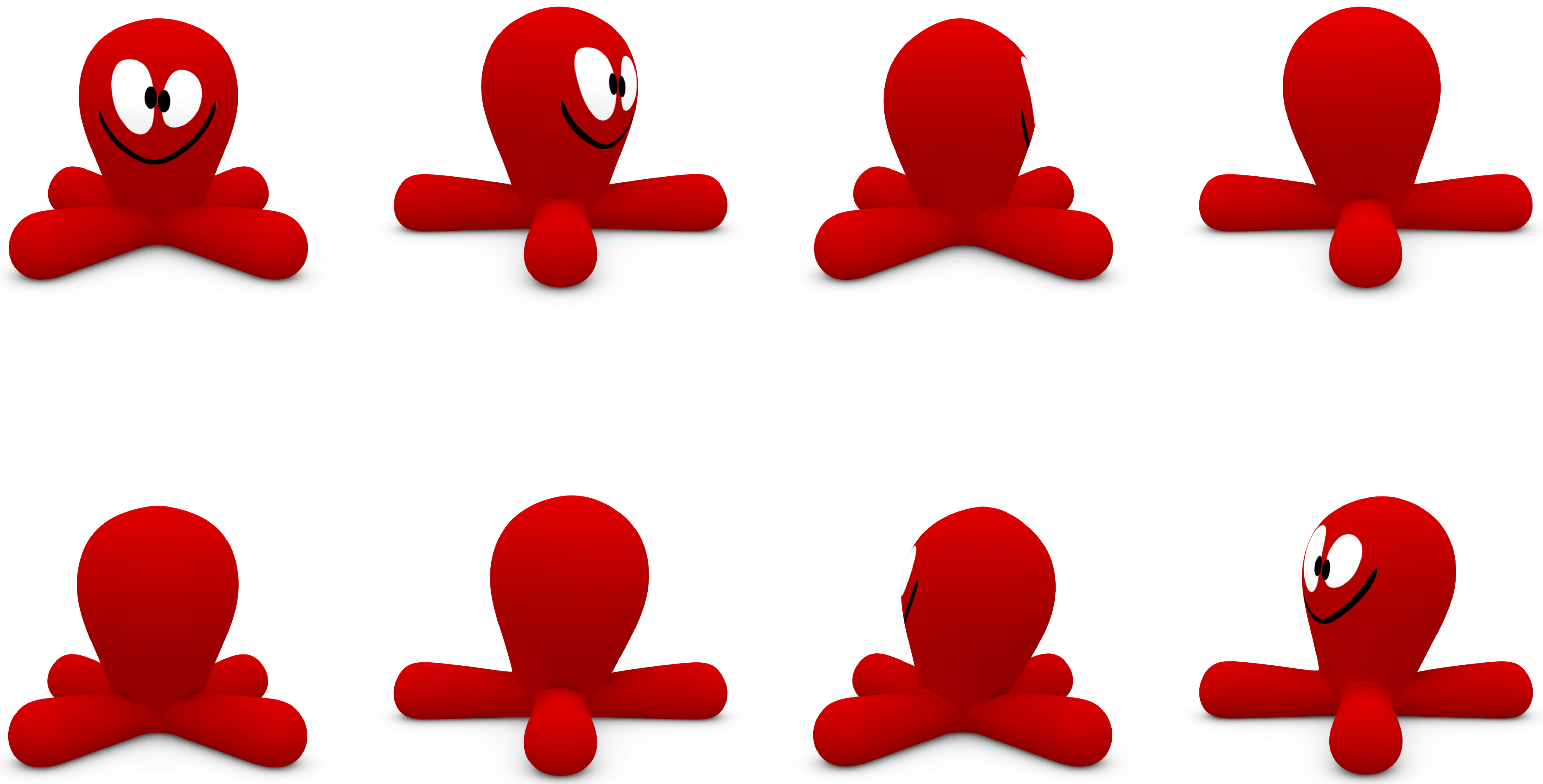
Pulpo

Turnaround

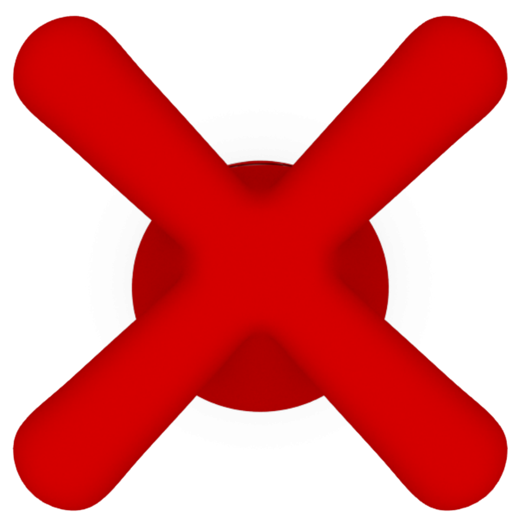
- TOP VIEW



- TURNAROUND



- BOTTOM VIEW



PAJAROTO

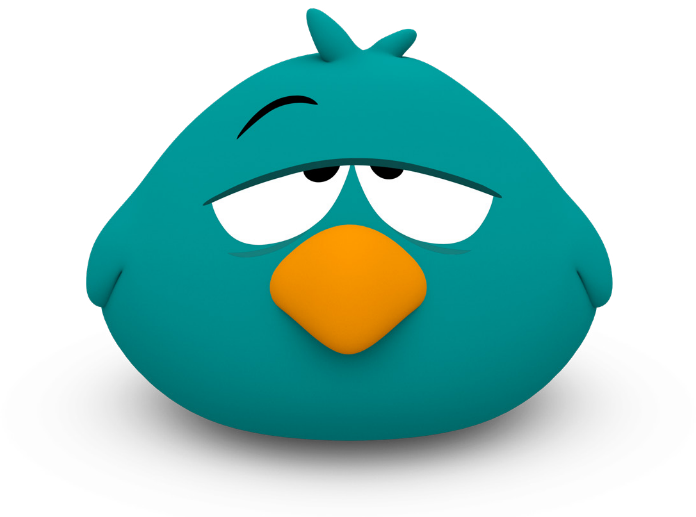
The Fantastical Dreamer

#SLEEPY
#ADVENTUROUS
#OBSERVANT

Pajaroto is often found napping high in a tree, where he drifts into grand adventures in his dreams. While he occasionally opens his eyes to see what's happening around him, he mostly enjoys his dreamland escapades. This time, we'll get to join him in his magnificent dream adventures!

PAJAROTO

Poses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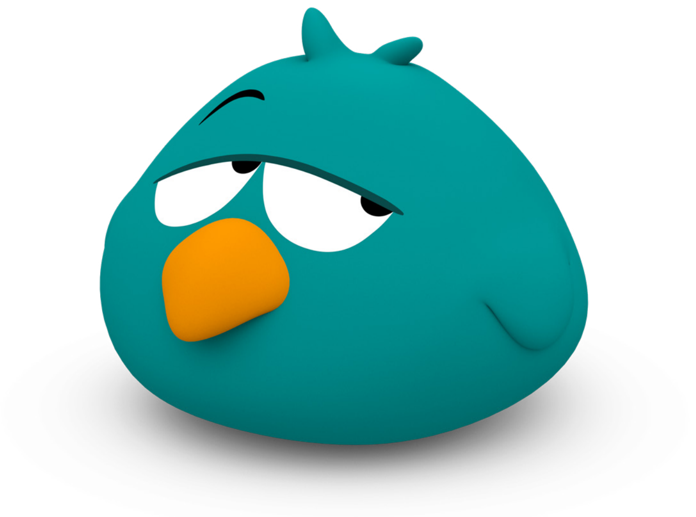
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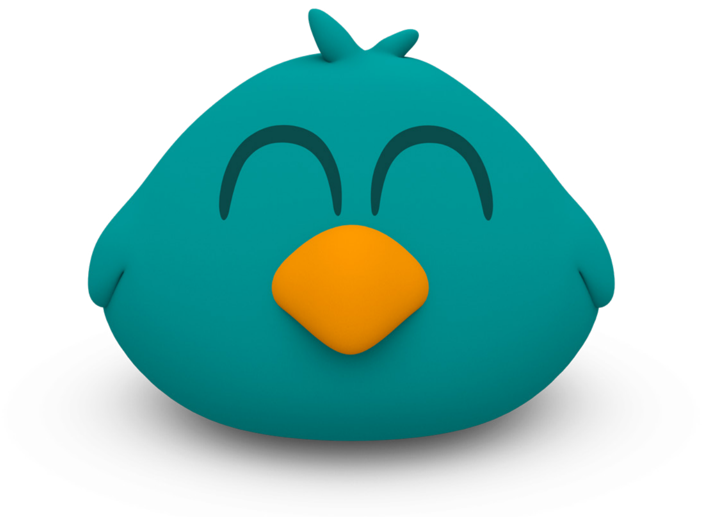
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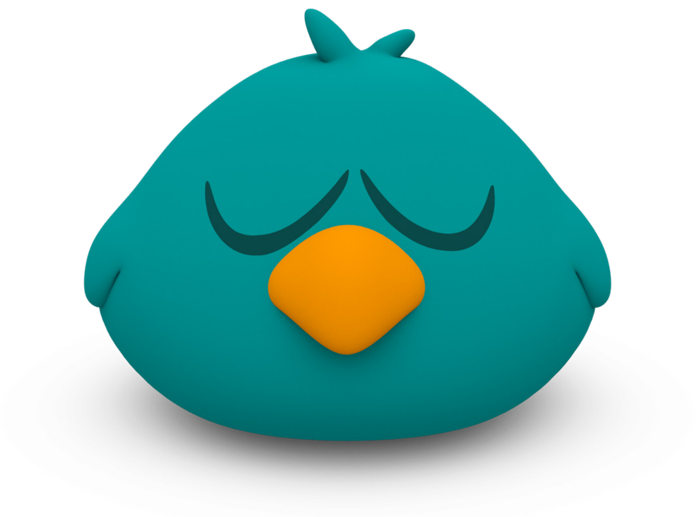
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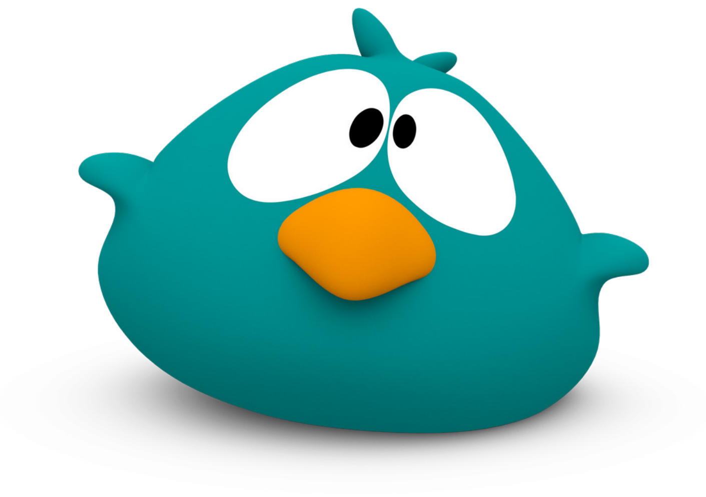
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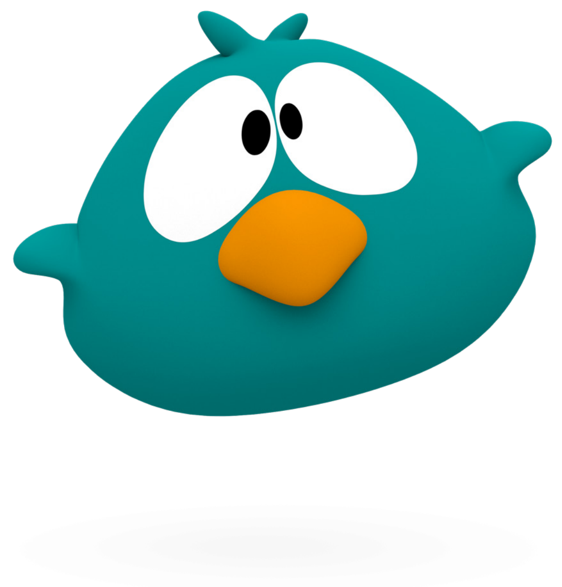
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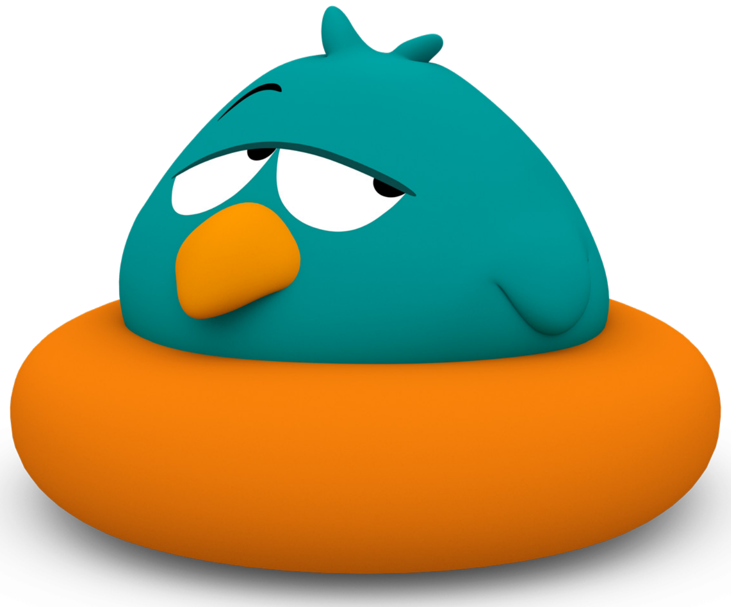
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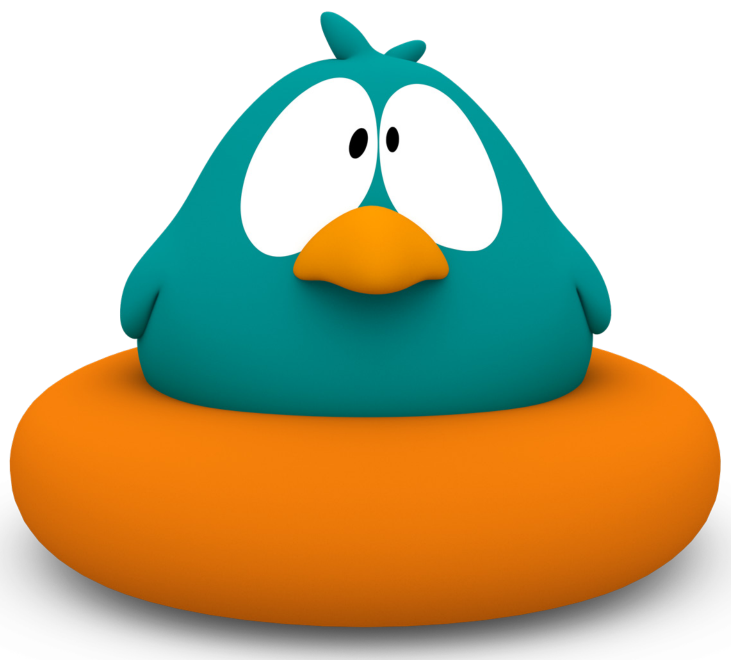
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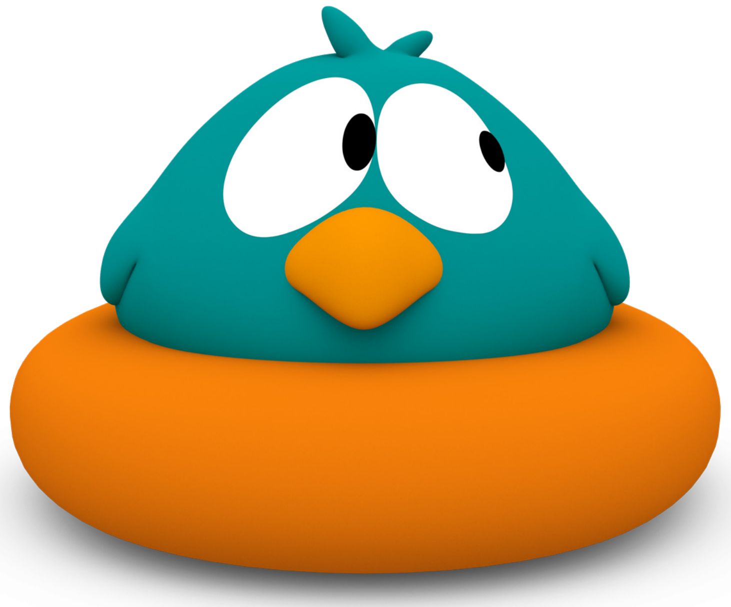
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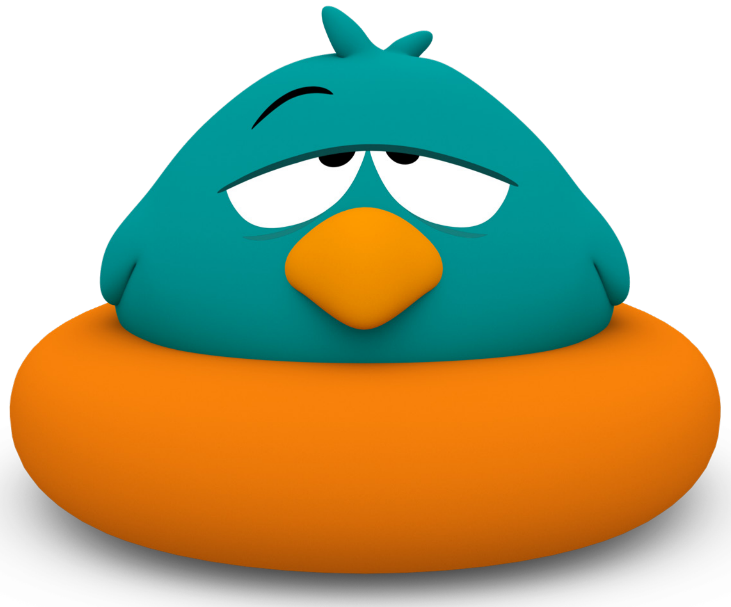
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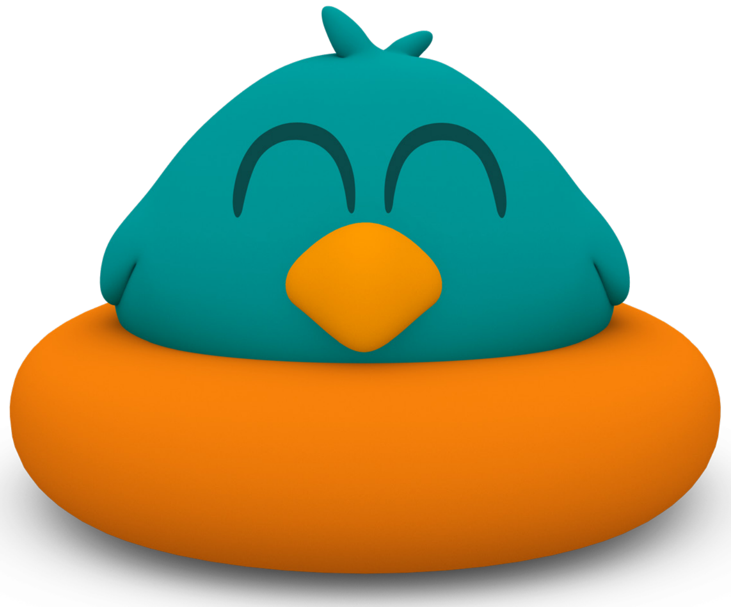
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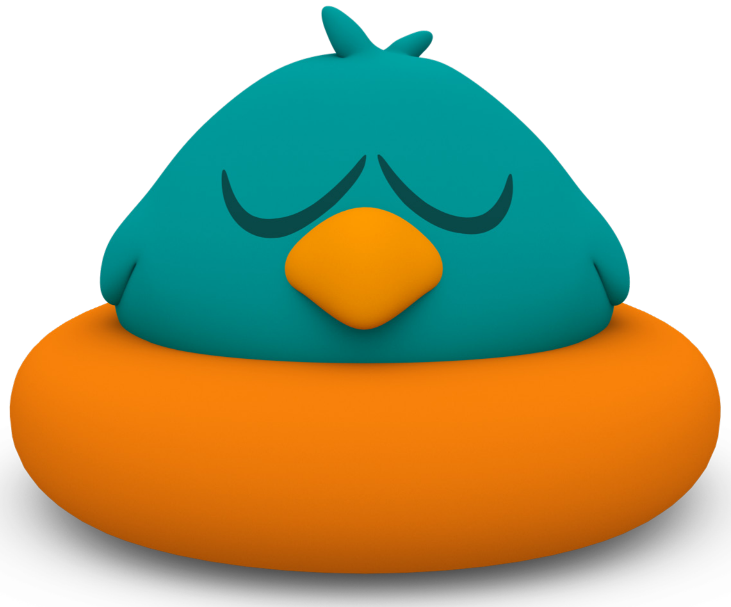
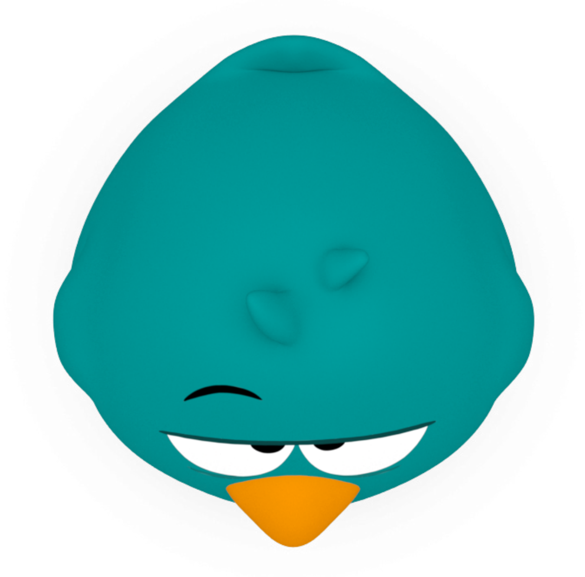

PAJAROTO_3D_0012

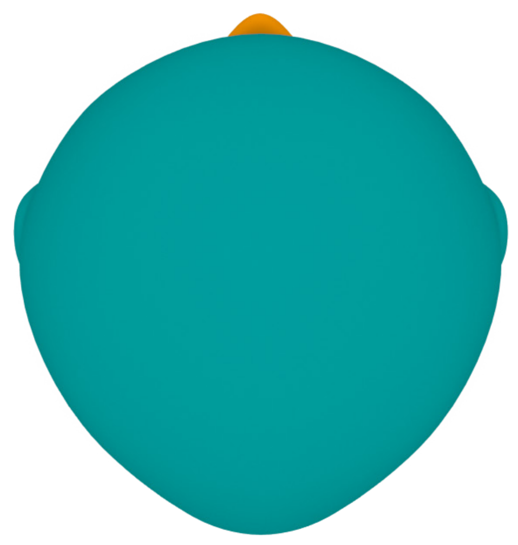
PAJAROTO

Turnaround

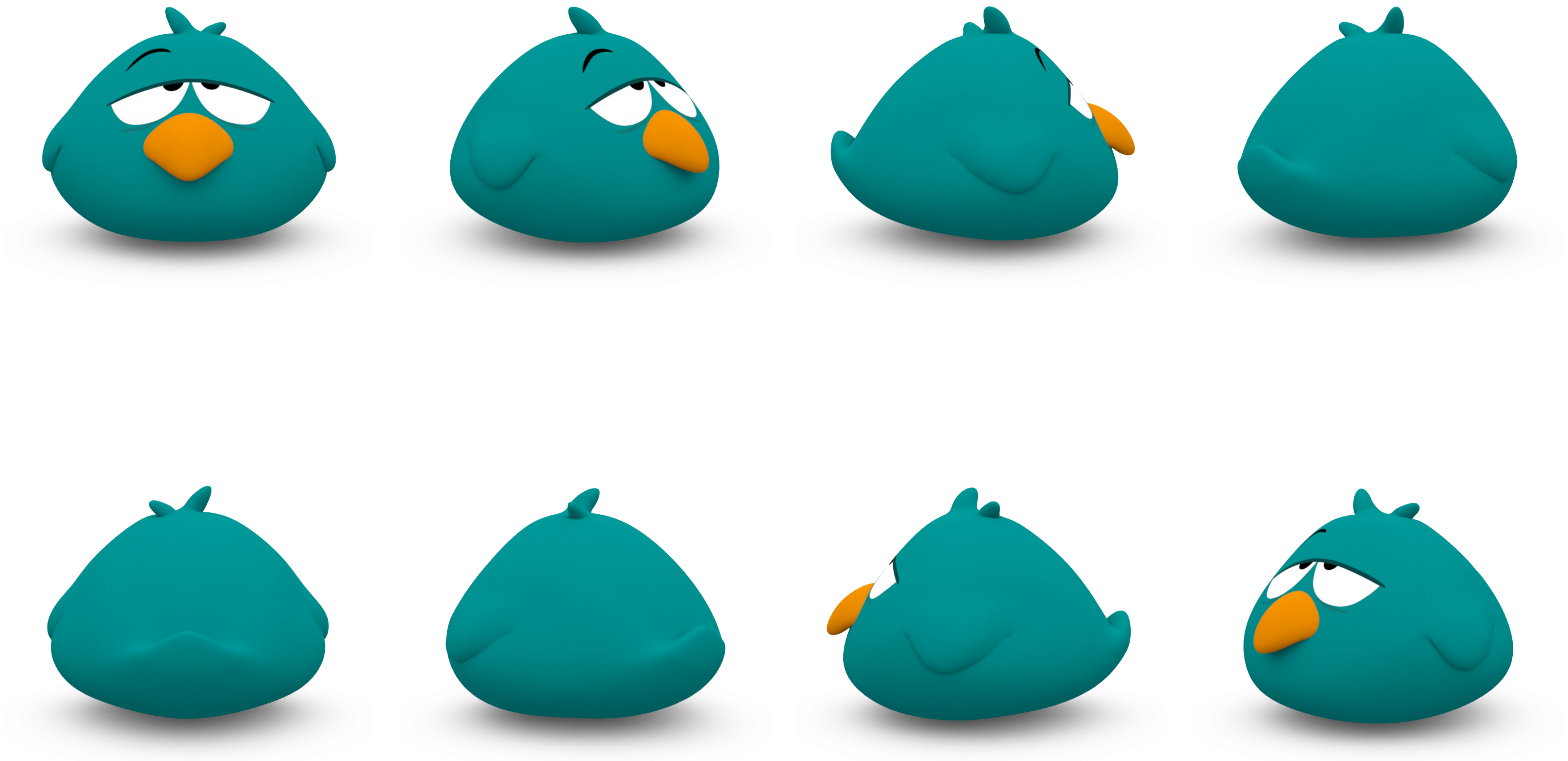
- TOP VIEW



- BOTTOM VIEW

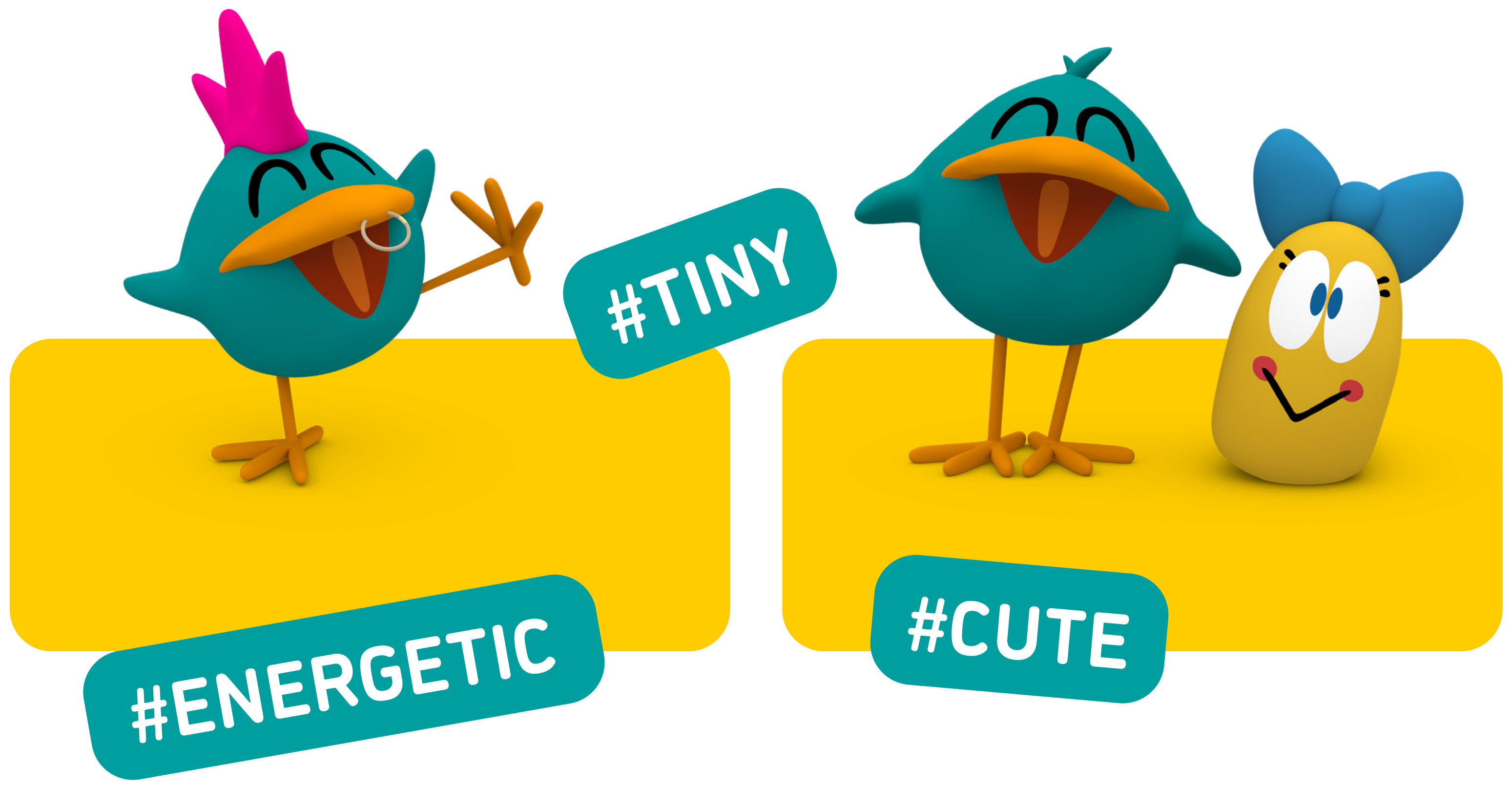


- TURNAROUND

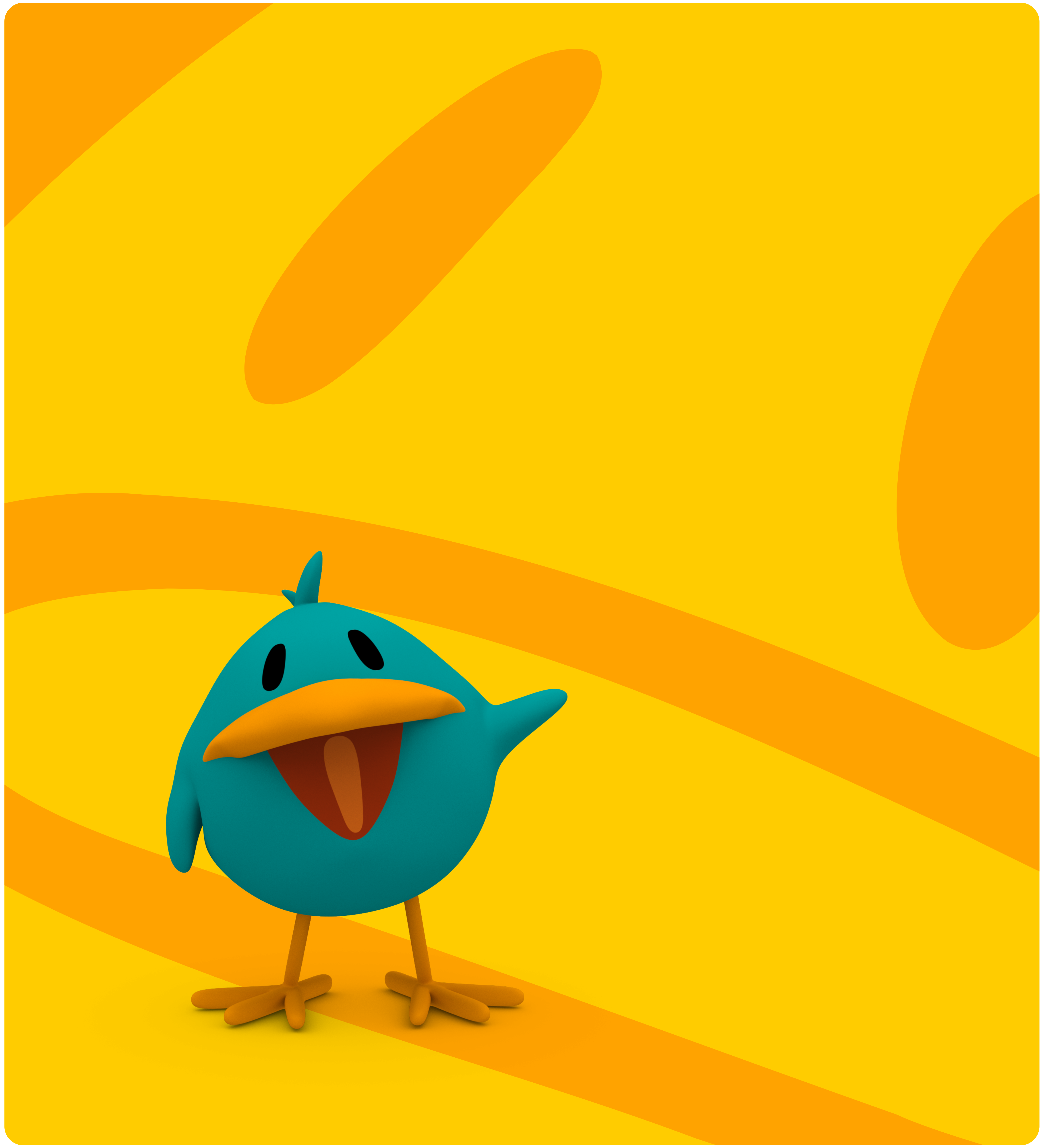


Pajarito

The Petite Powerhouse

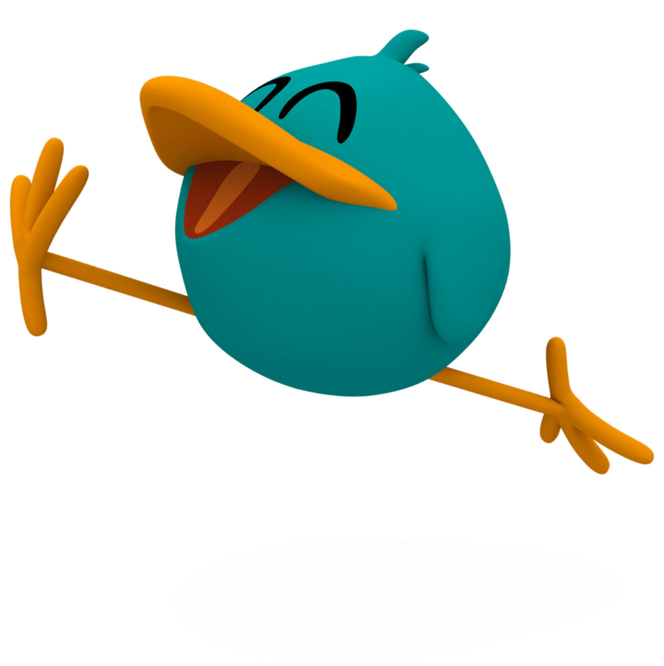


Pajarito is small, cute, adorable... and hyperactive!! He chirps, flitters about, jumps around and is always demanding attention. He loves being with Pocoyo, playing with him, and doing whatever he wants to do. He is so full of energy that he is the only one who can actually tire out Pocoyo.



Pajarito

Poses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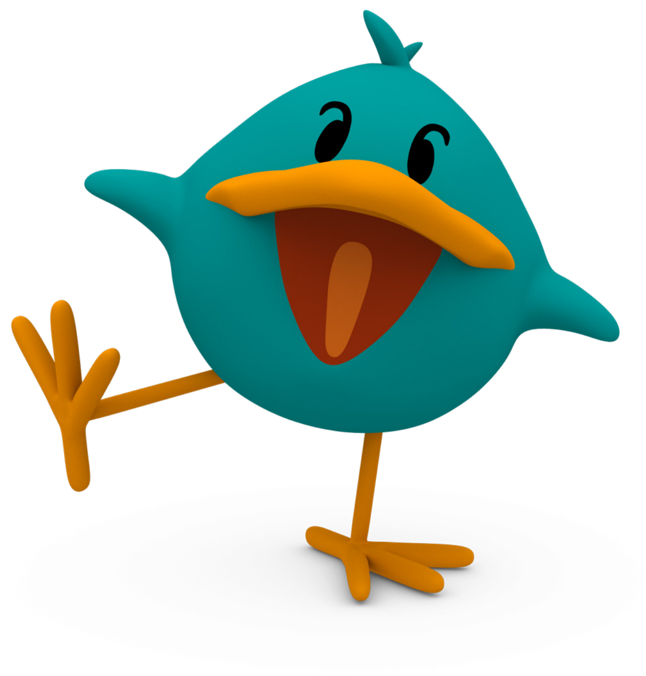
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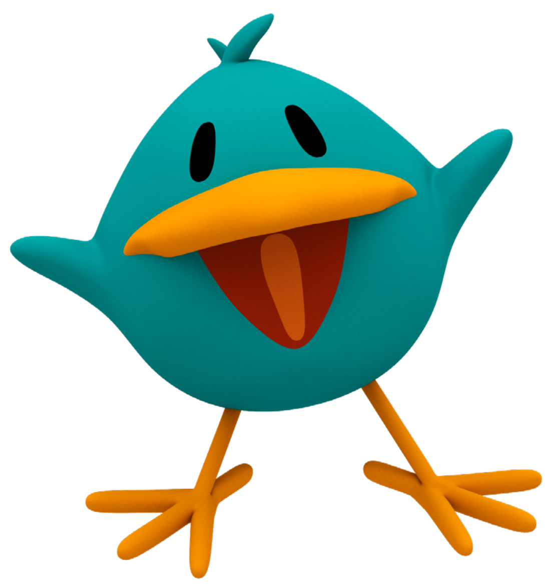
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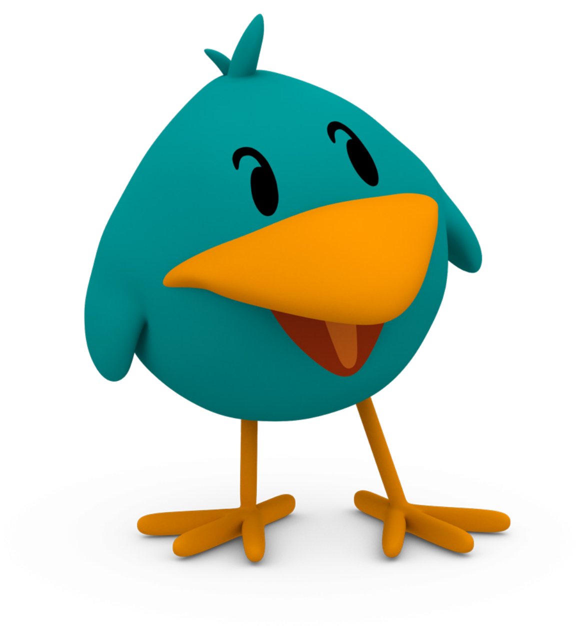
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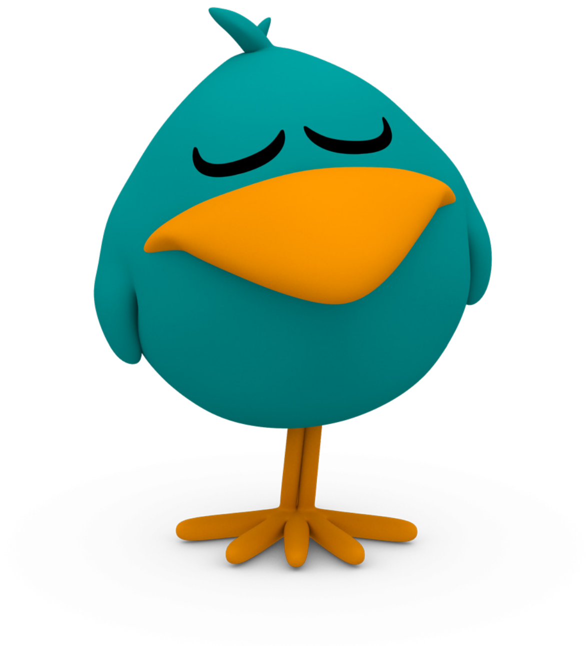
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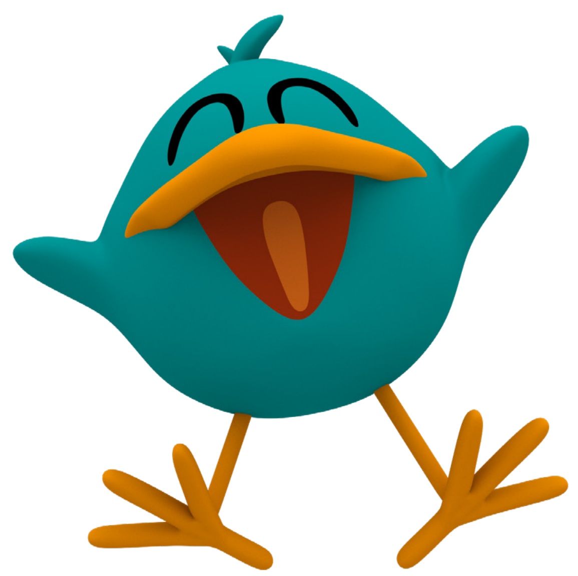
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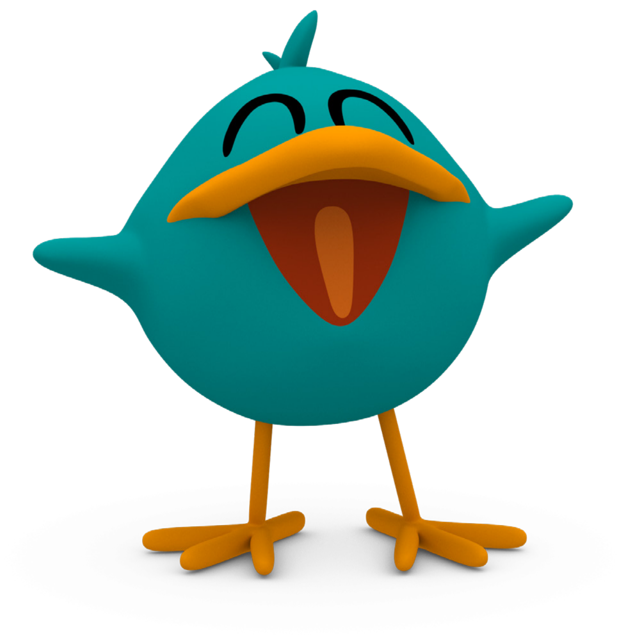
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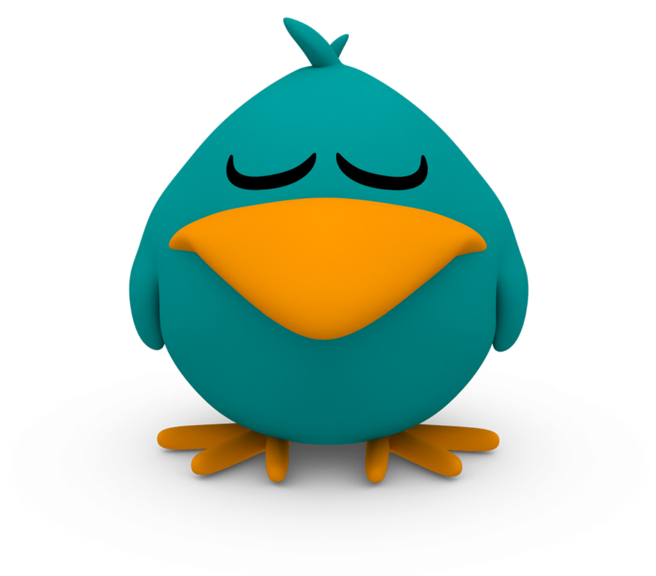
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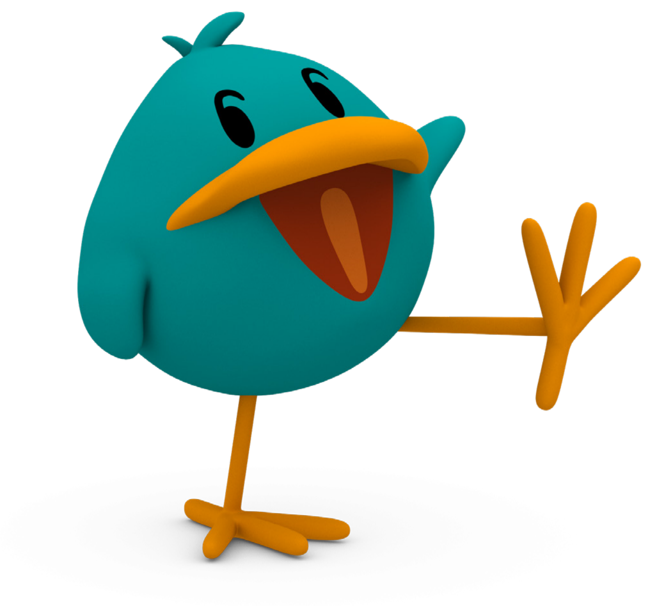
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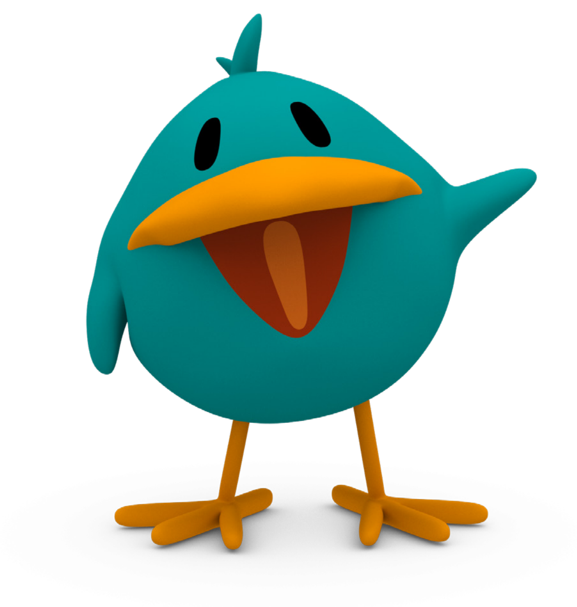
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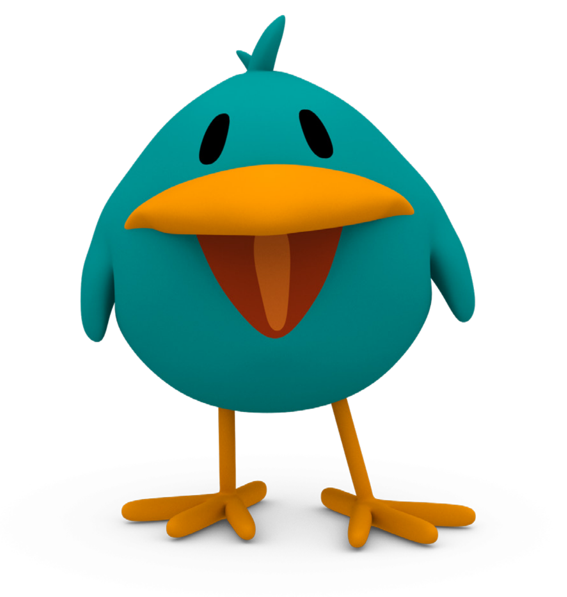
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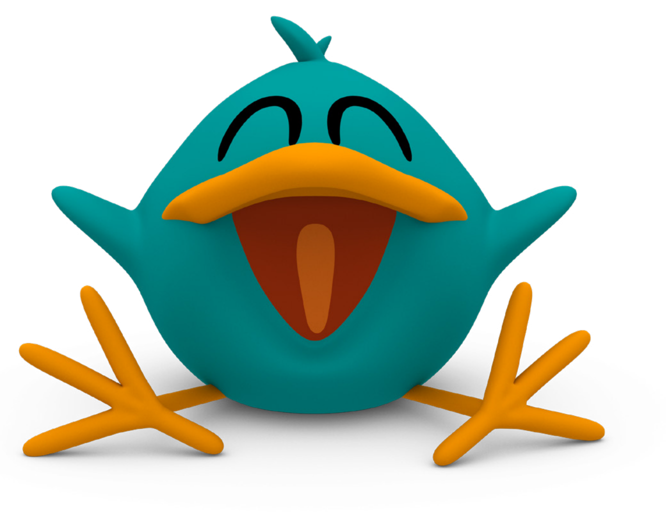
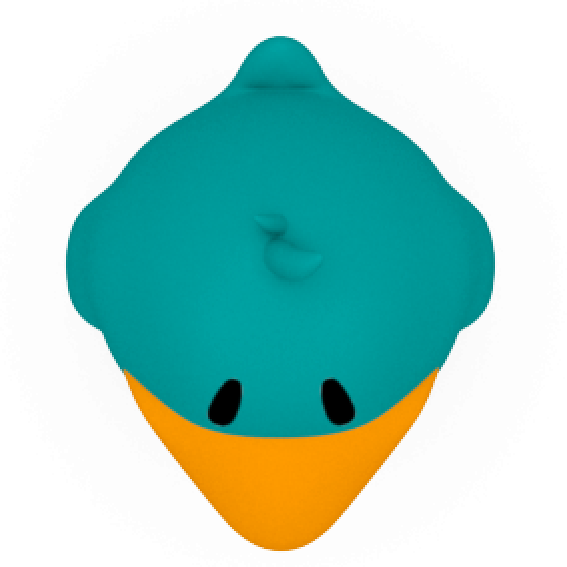

PAJARITO_3D_0012

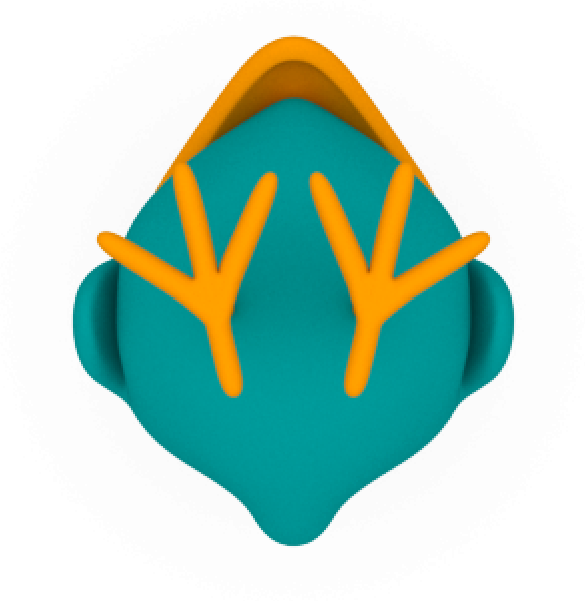
Pajarito

Turnaround

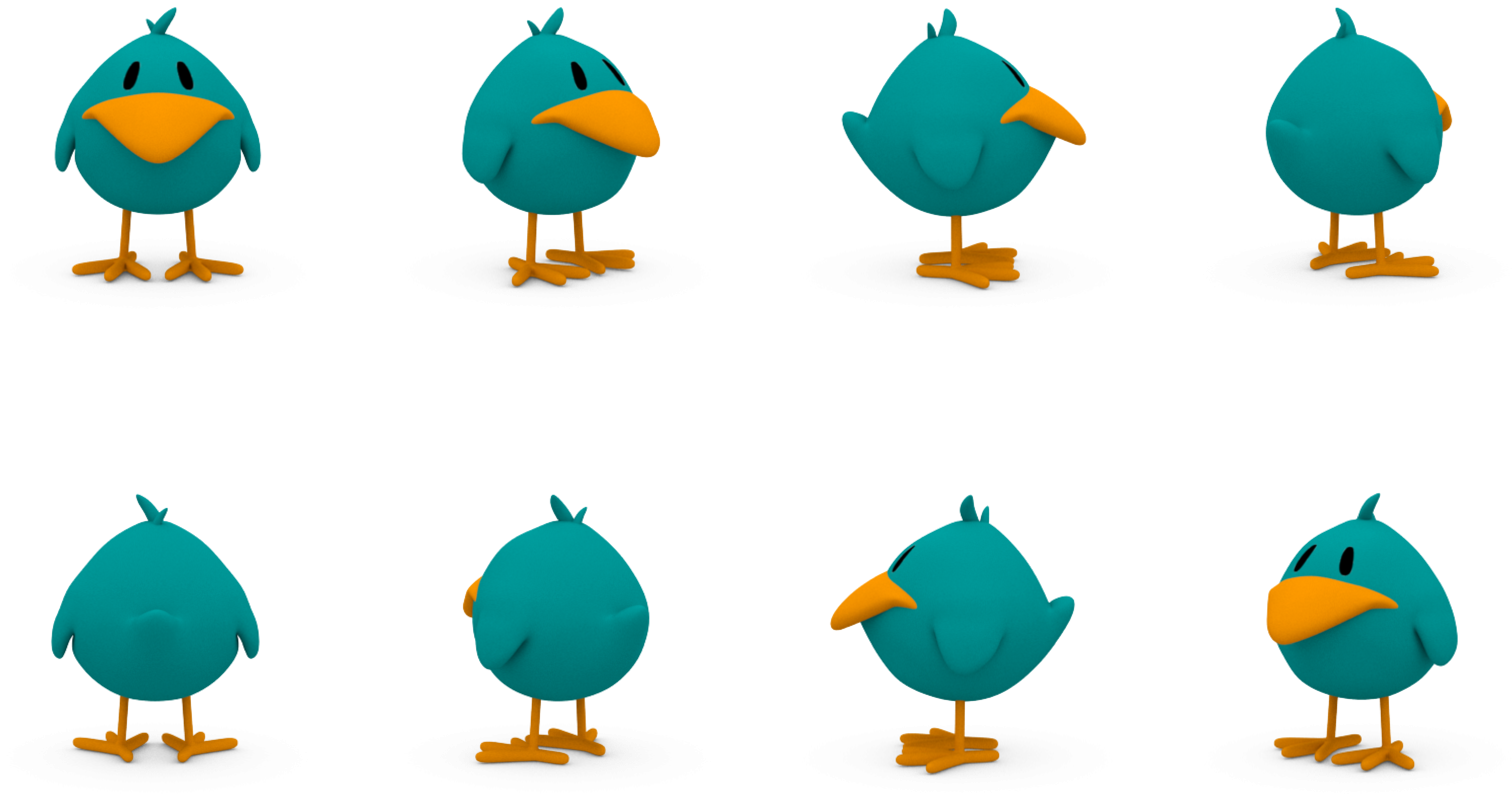
- TOP VIEW



- BOTTOM VIEW

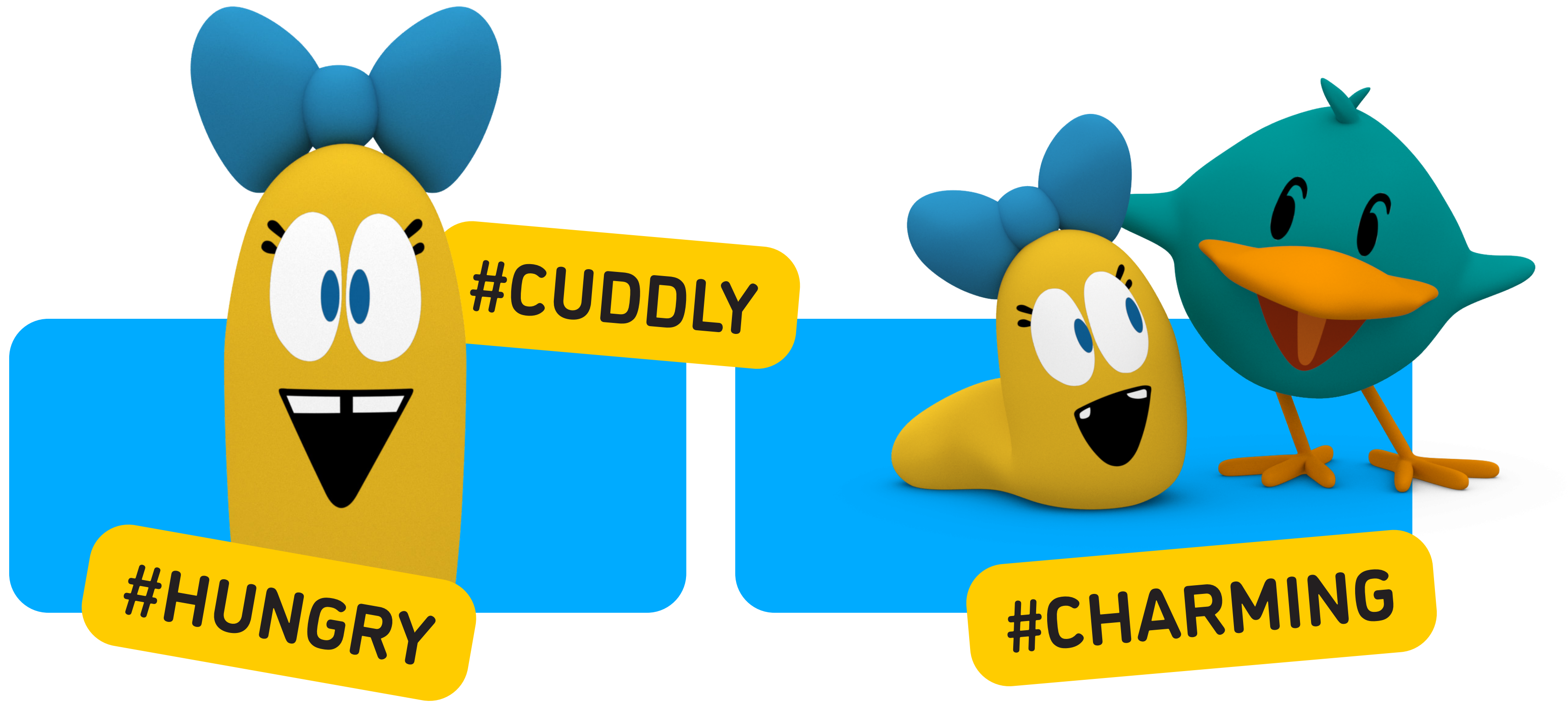


- TURNAROUND

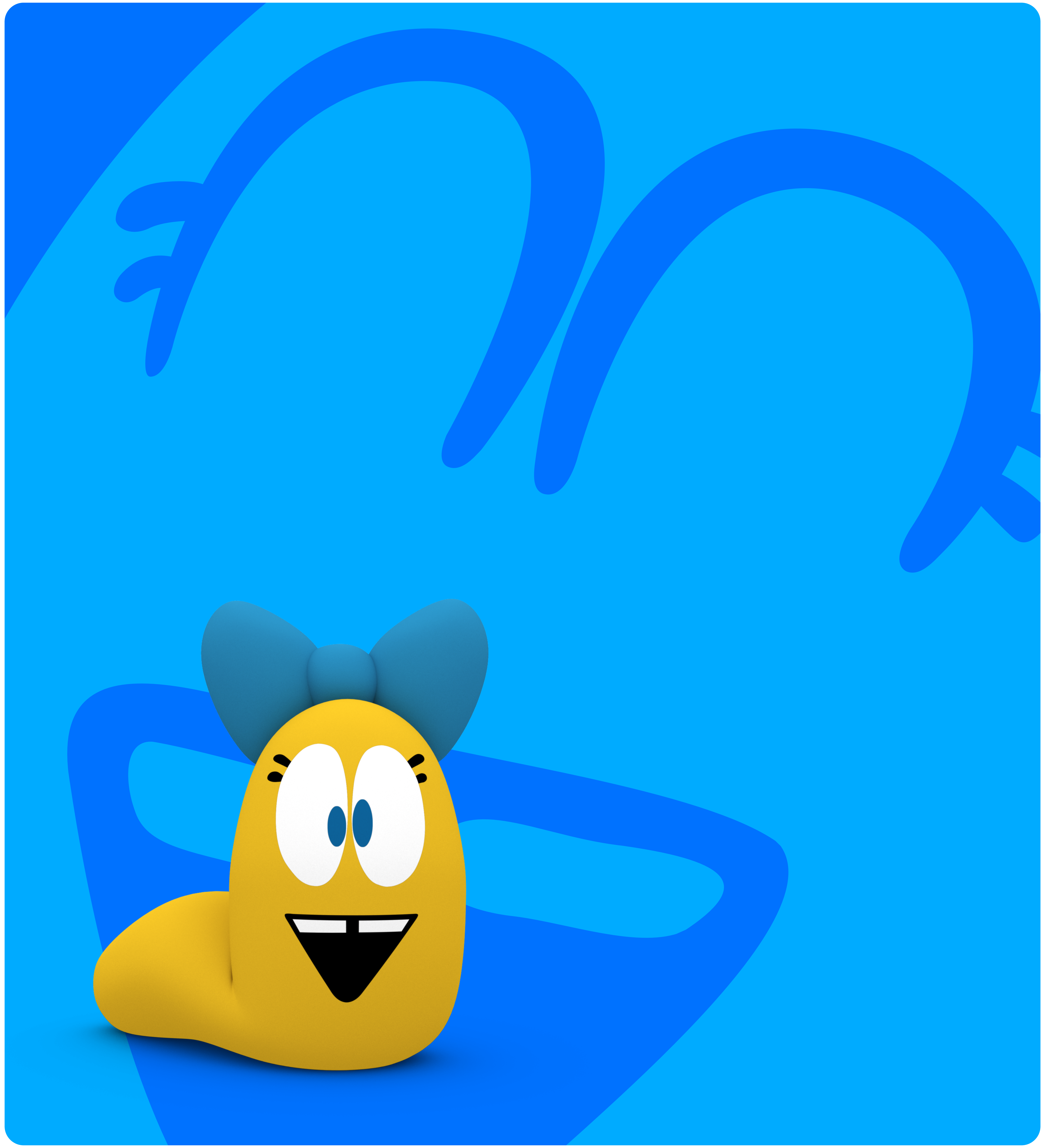


Valentina

The Lovable Glutton

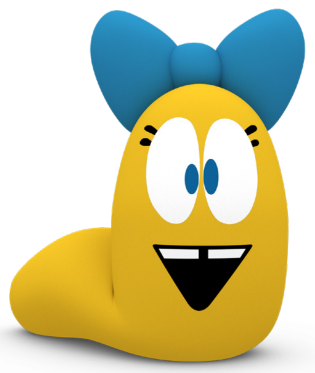


This charming Valentina is... well... She is just not top of her class. She lacks some emotional intelligence, but she is the kindest and cuddliest little worm. How could anyone stay angry with her? She has a huge appetite, and nobody knows how so much food can fit into her tiny little body.

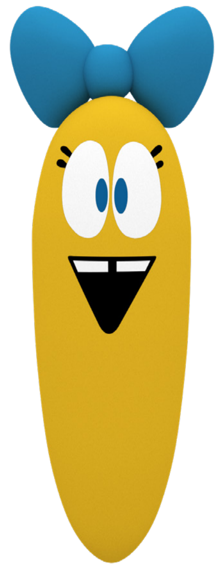


Valentina

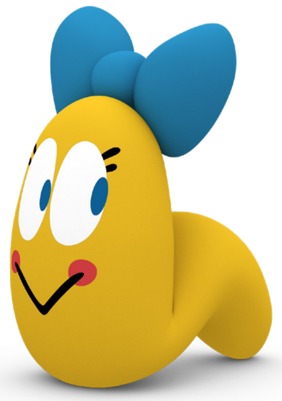
Poses



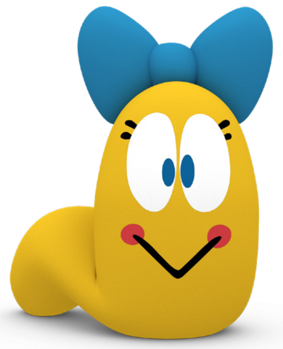
VALENTINA_3D_0001



VALENTINA_3D_0002



VALENTINA_3D_0003



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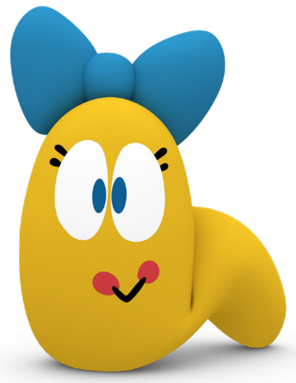

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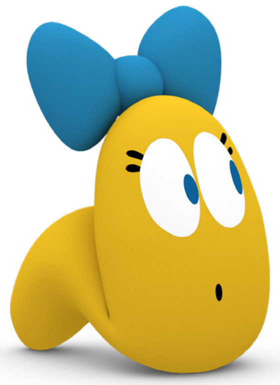

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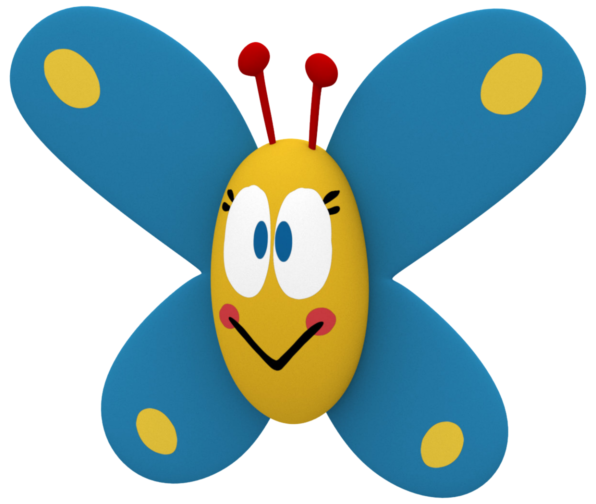

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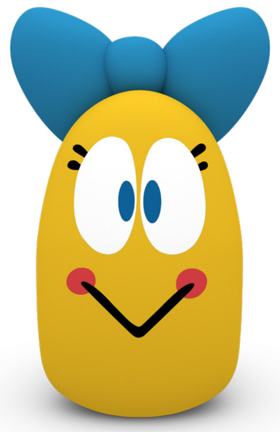

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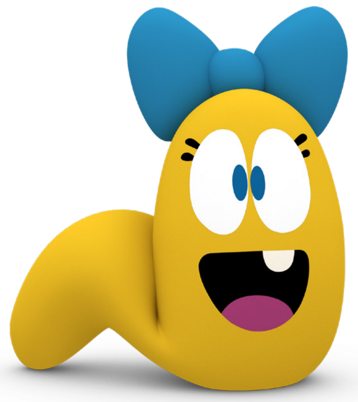

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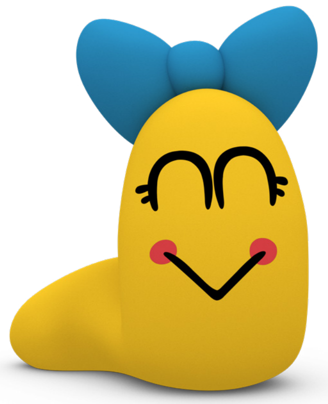

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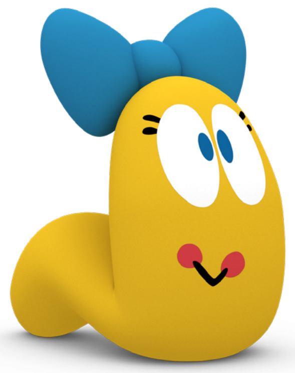

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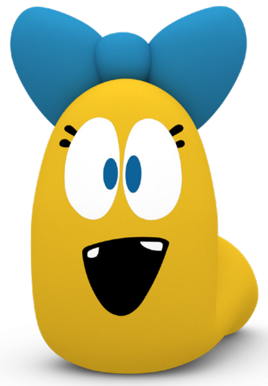
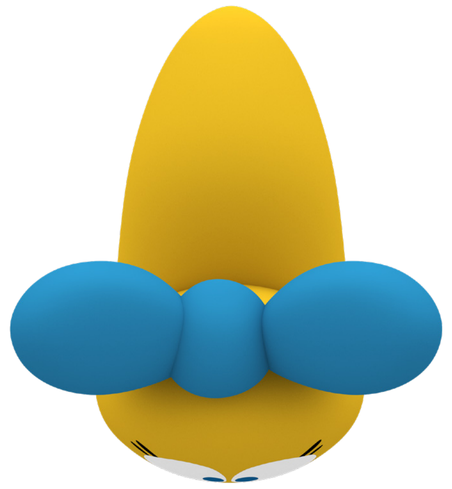


VALENTINA_3D_0012

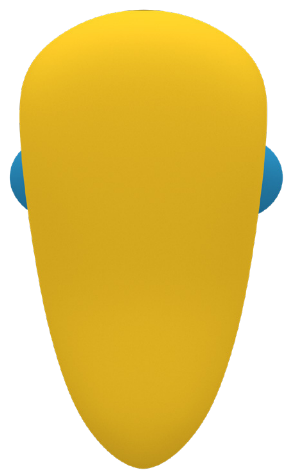
Valentina

Turnaround

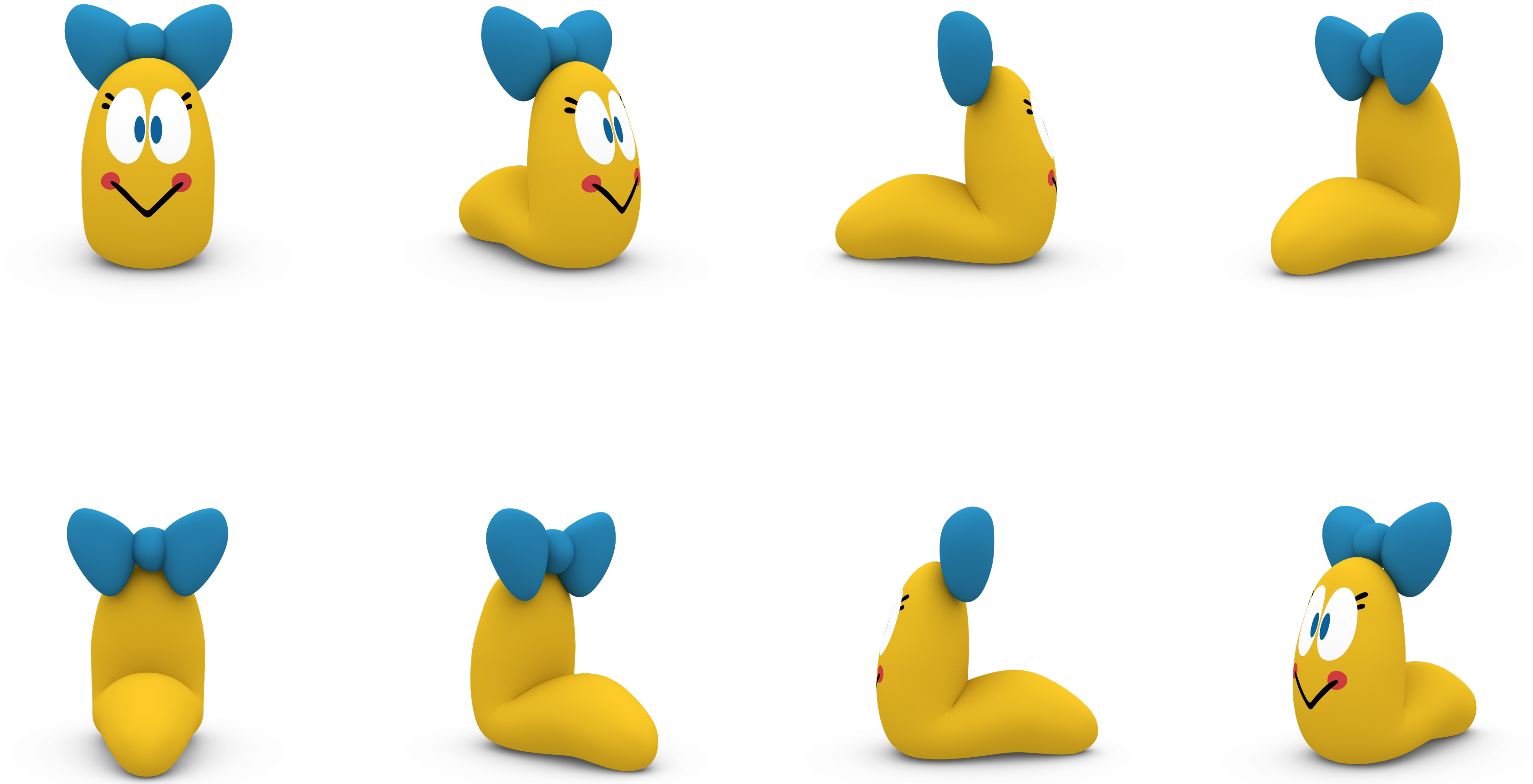
- TOP VIEW



- BOTTOM VIEW

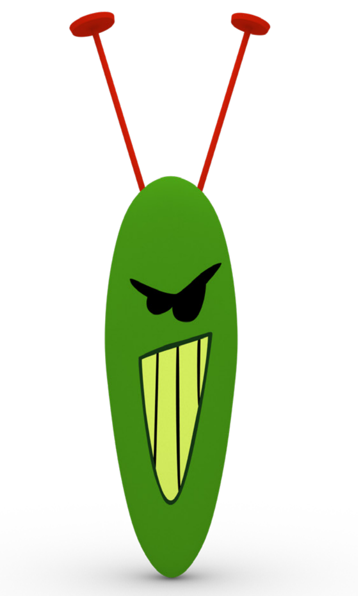


- TURNAROUND



Other Characters

ANGRY ALIEN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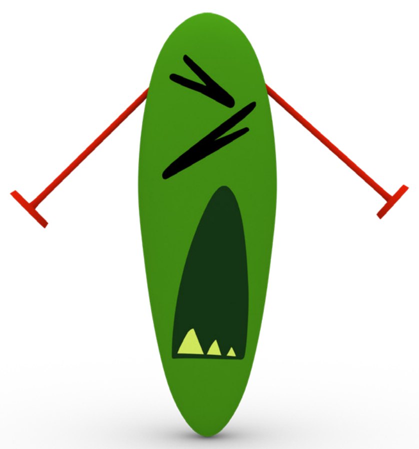
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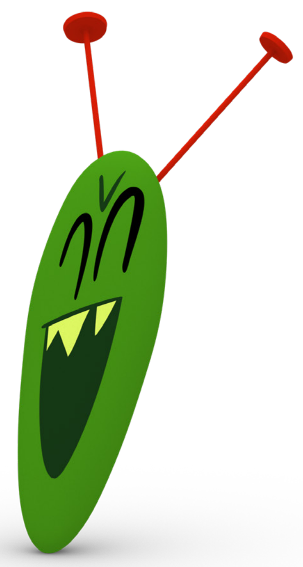
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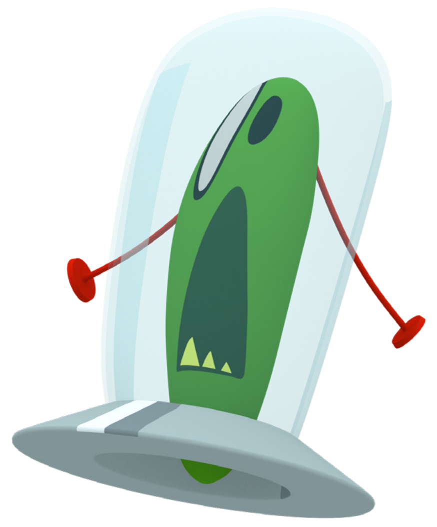
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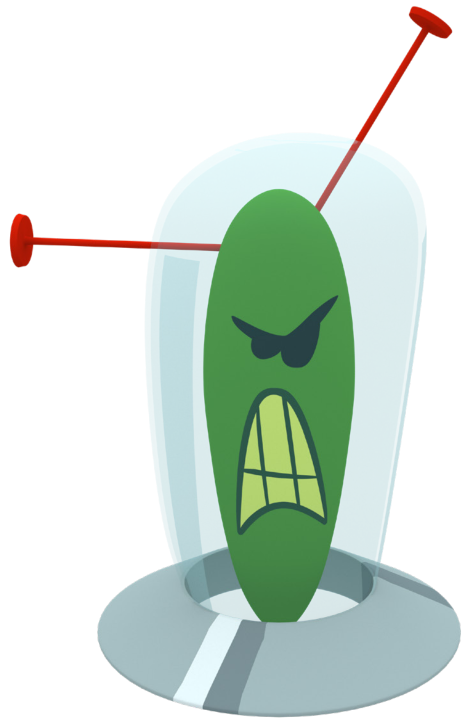
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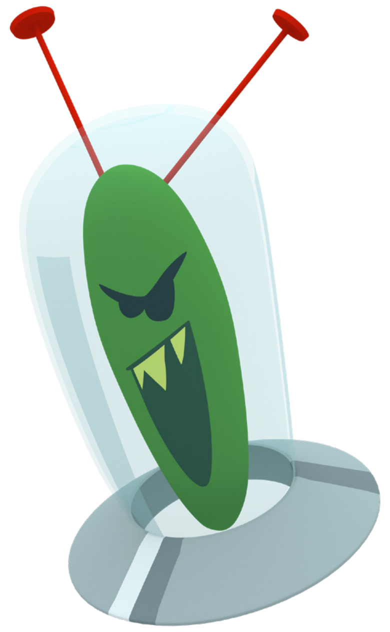
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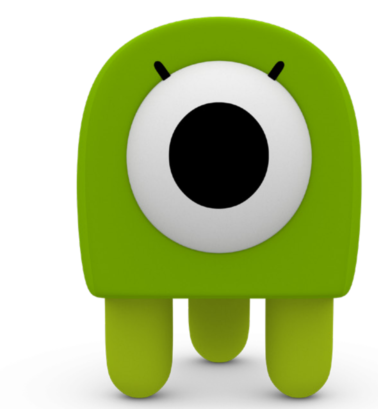
GREEN ALIEN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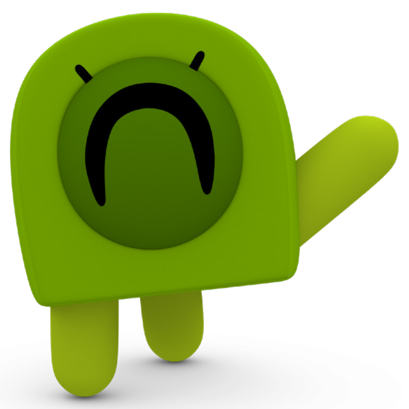
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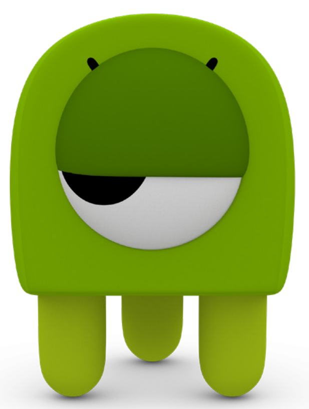
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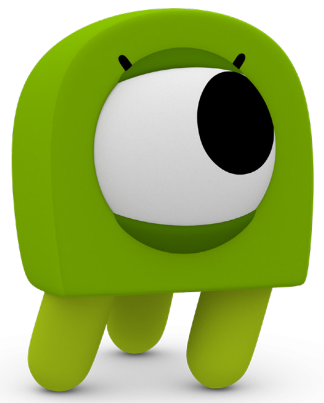
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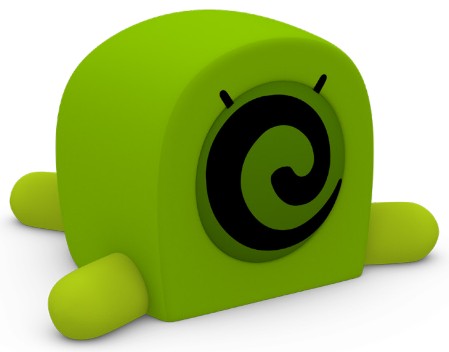
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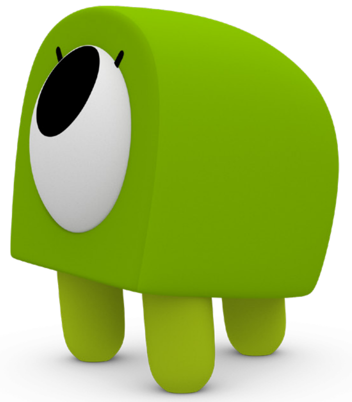

GREENALIEN_3D_0006

Pairs

PAIRS_3D_0001

PAIRS_3D_0002

PAIRS_3D_0003

PAIRS_3D_0004

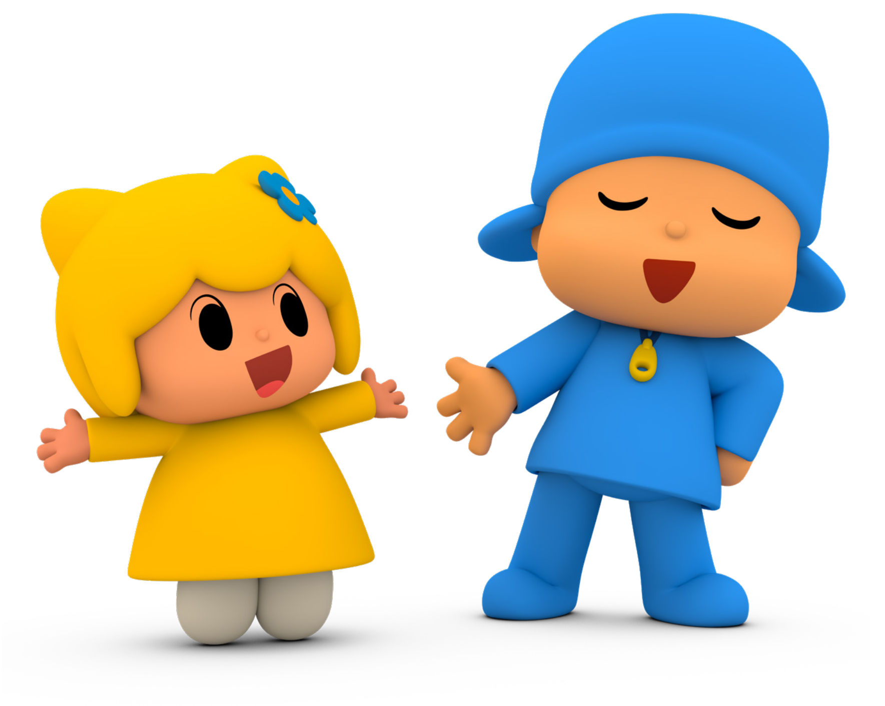
PAIRS_3D_0005

PAIRS_3D_0006

PAIRS_3D_0007

PAIRS_3D_0008

Pairs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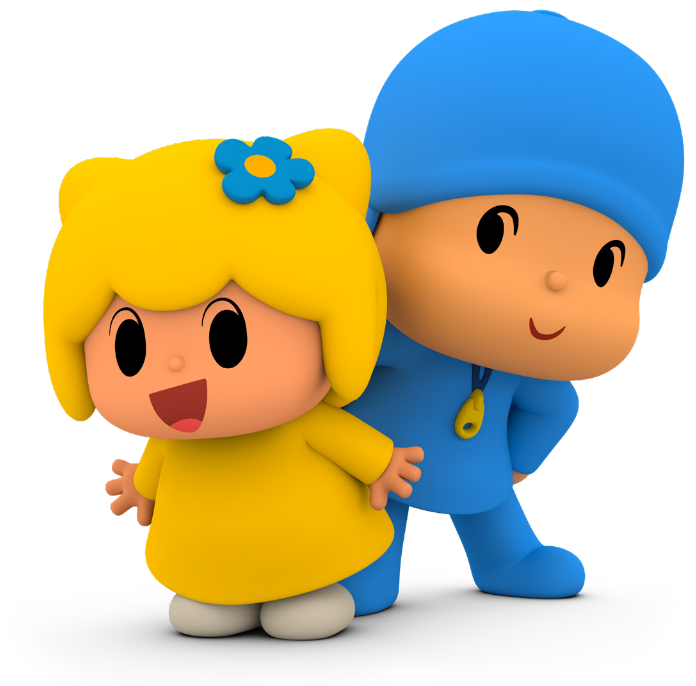
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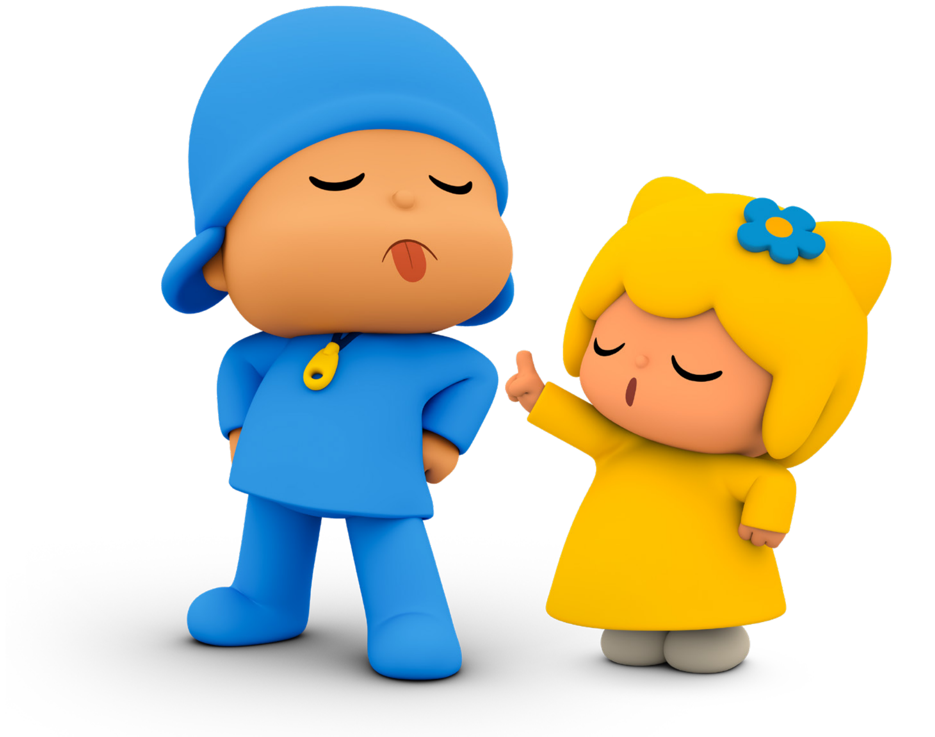
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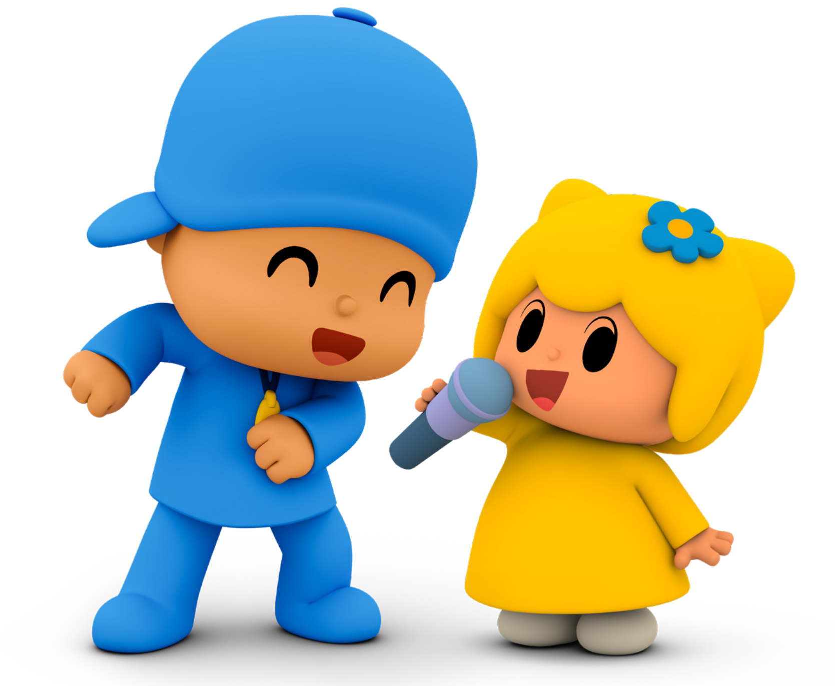
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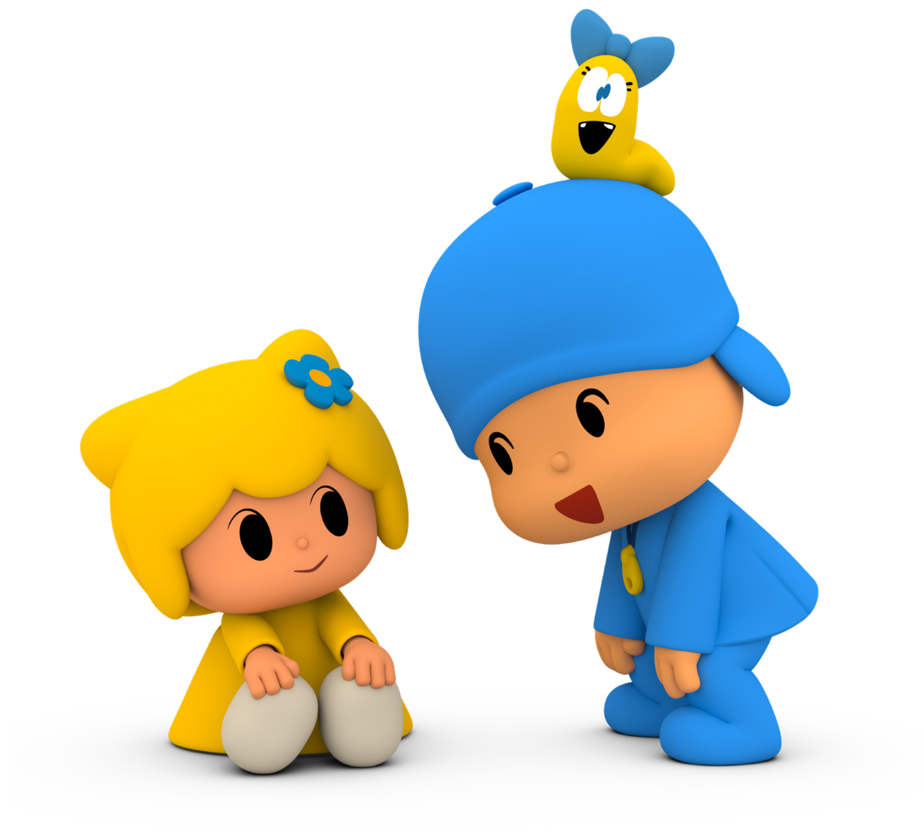
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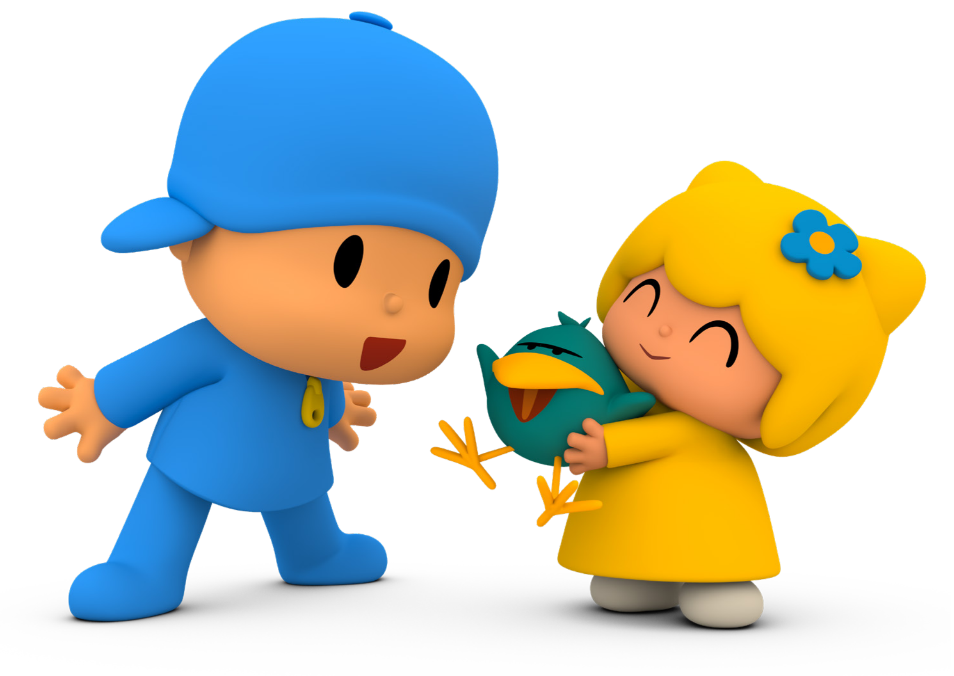
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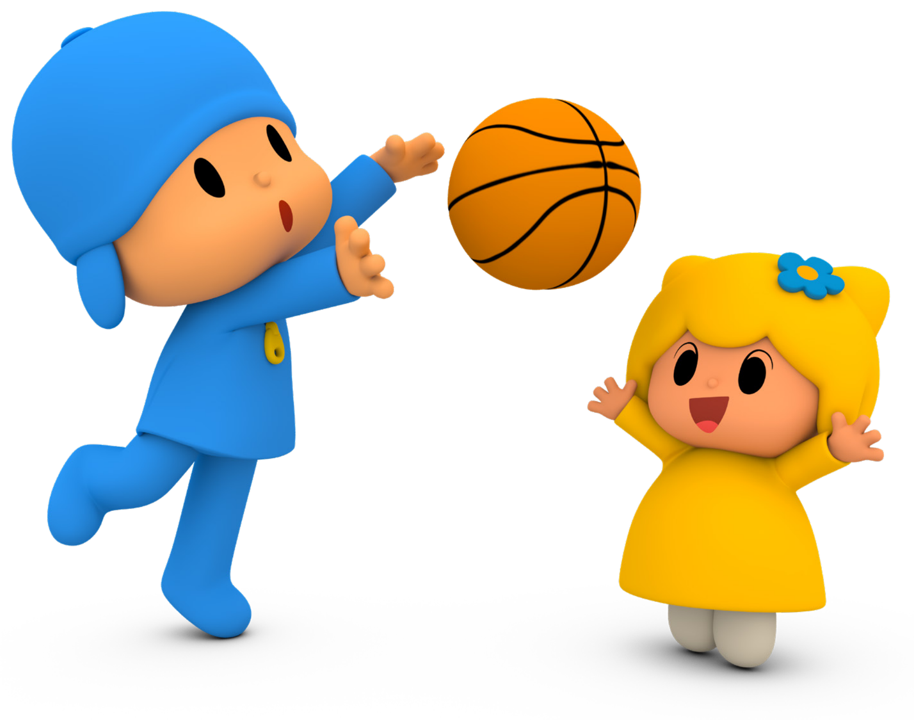
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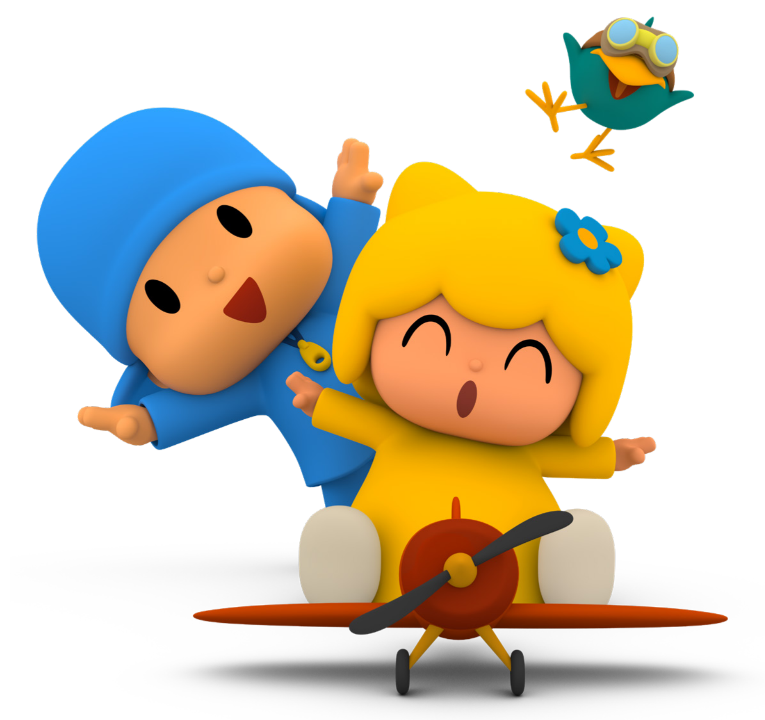
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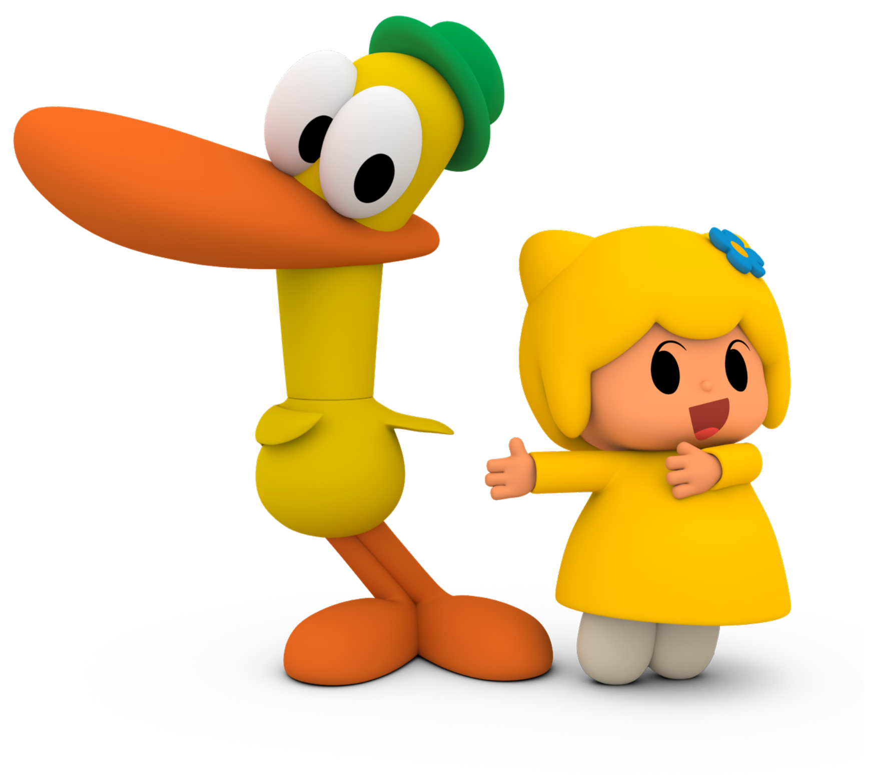
Pairs

PAIRS_3D_0017

PAIRS_3D_0018



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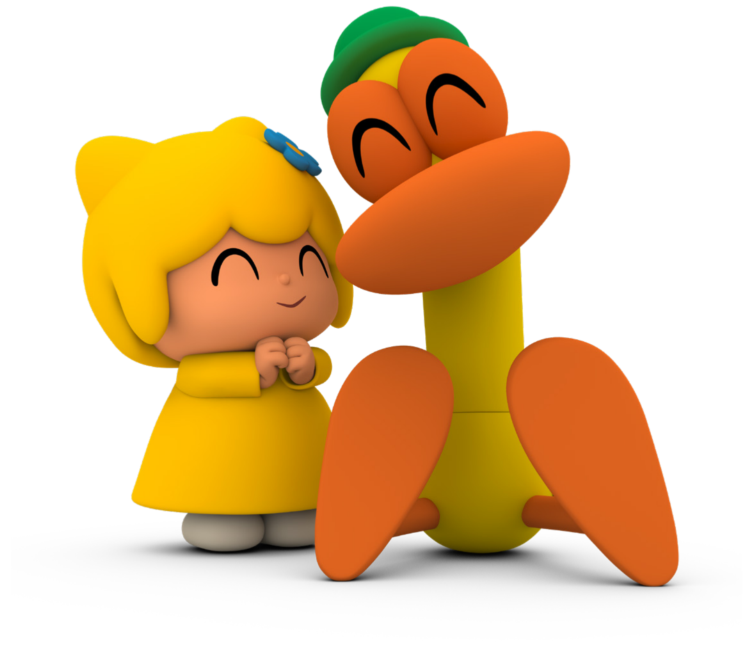


PAIRS_3D_0020

PAIRS_3D_0021

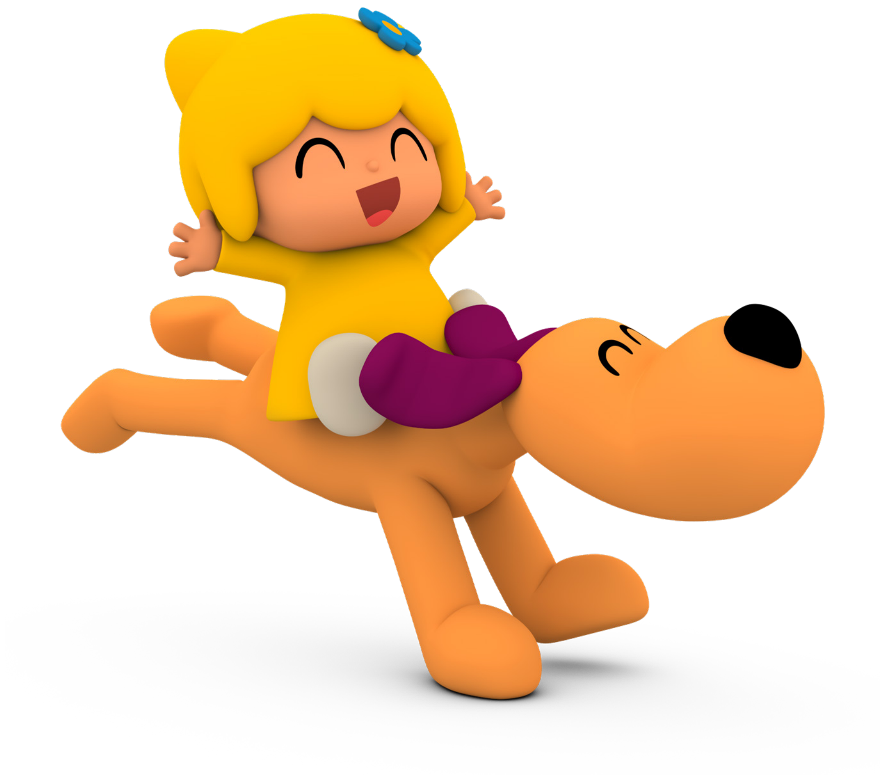
PAIRS_3D_0022

PAIRS_3D_0023

PAIRS_3D_0024

Pairs

PAIRS_3D_0025



PAIRS_3D_0026

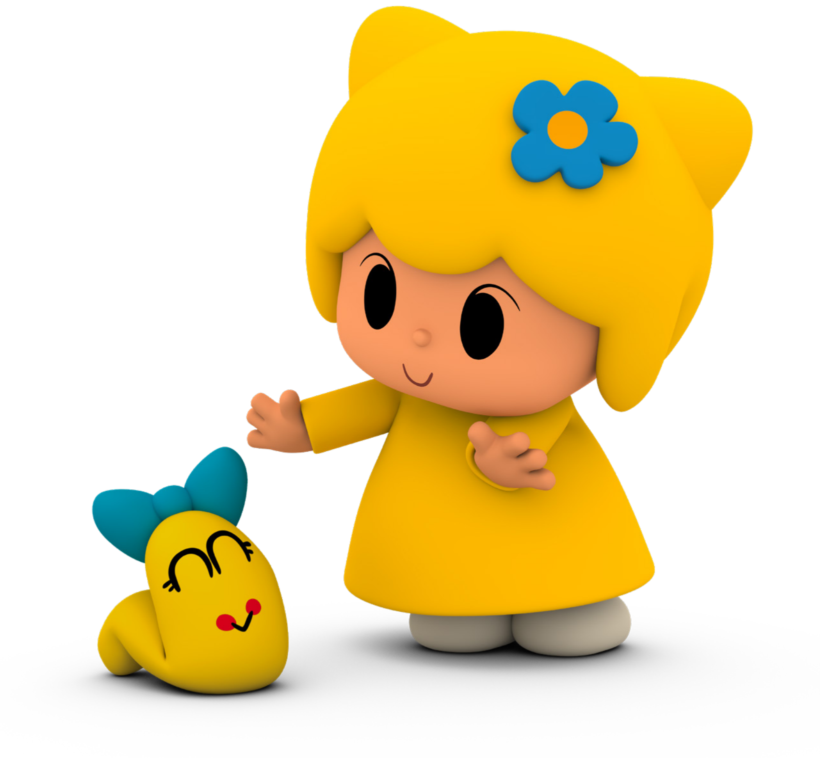
PAIRS_3D_0027

PAIRS_3D_0028

PAIRS_3D_0029

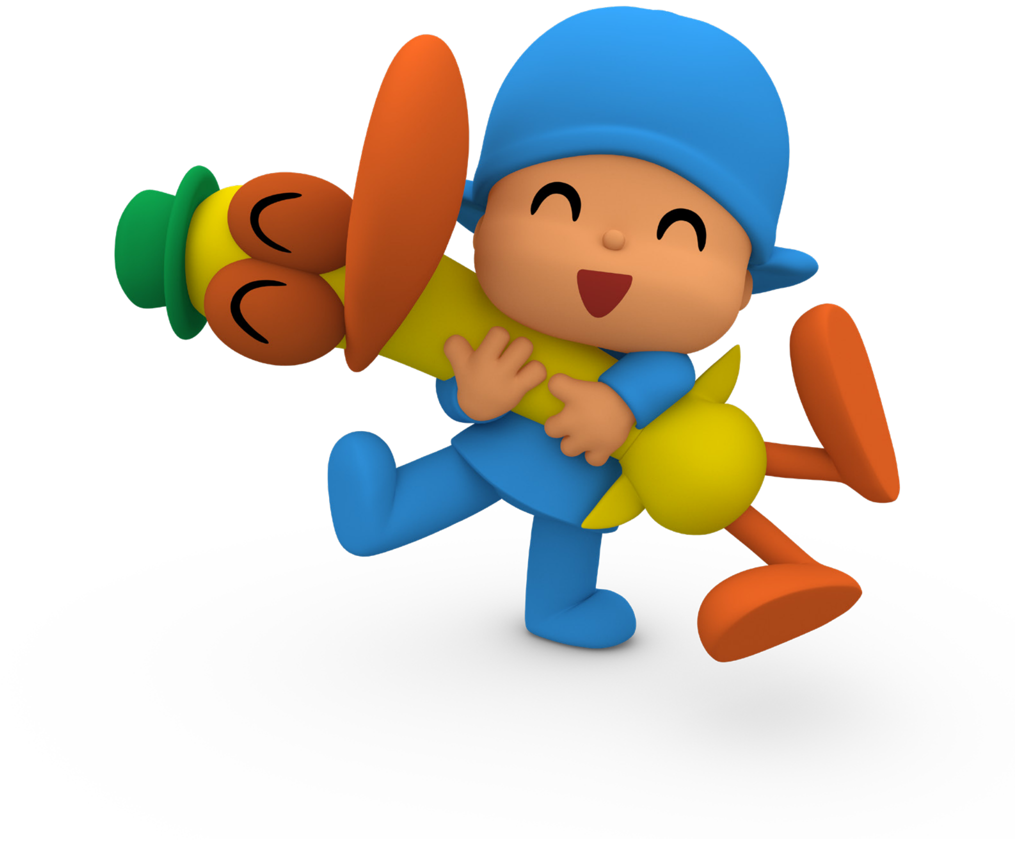
PAIRS_3D_0030

PAIRS_3D_0031



PAIRS_3D_0032

Pairs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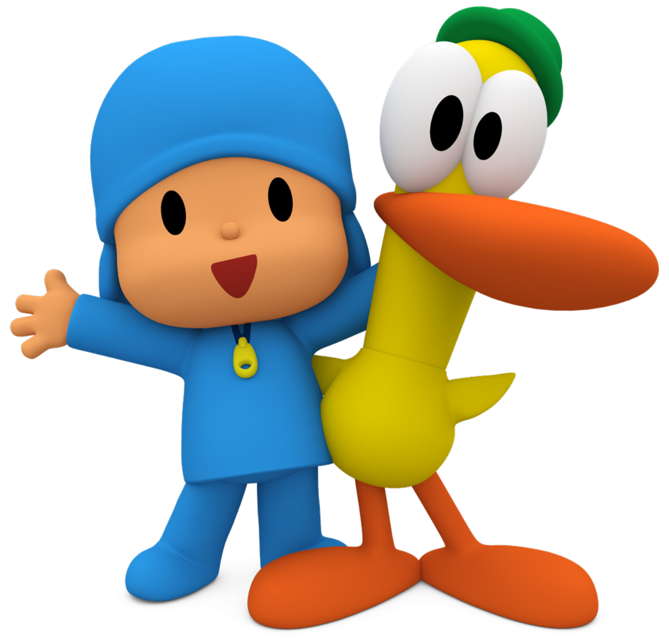
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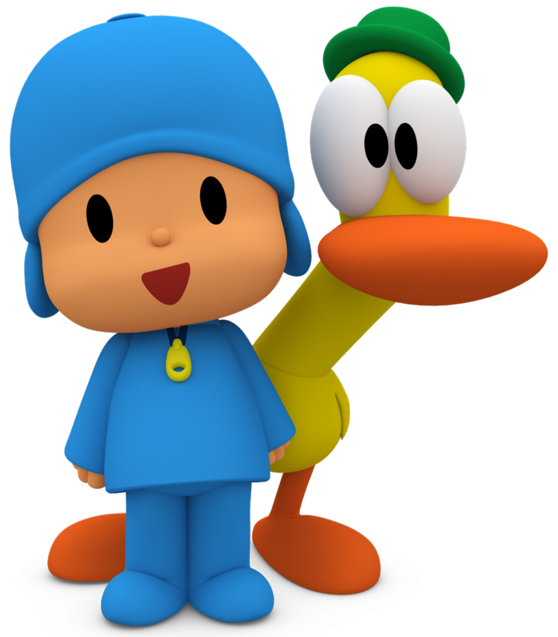
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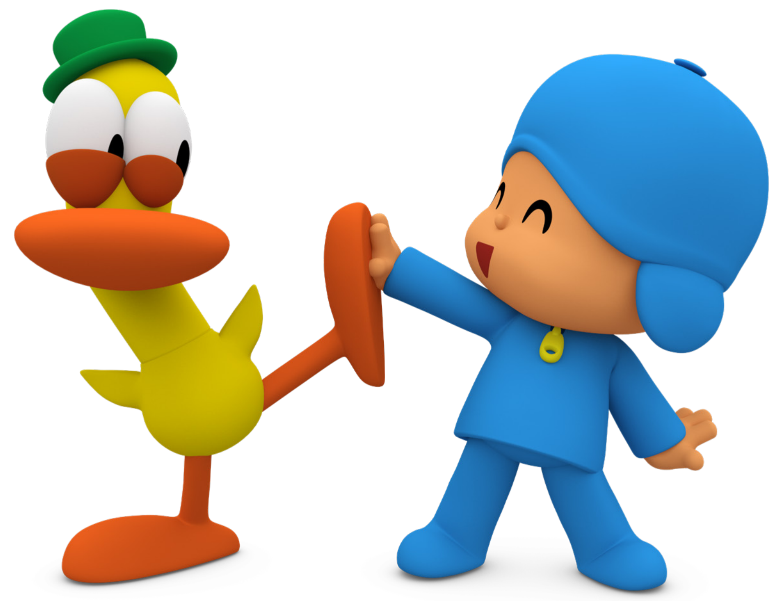
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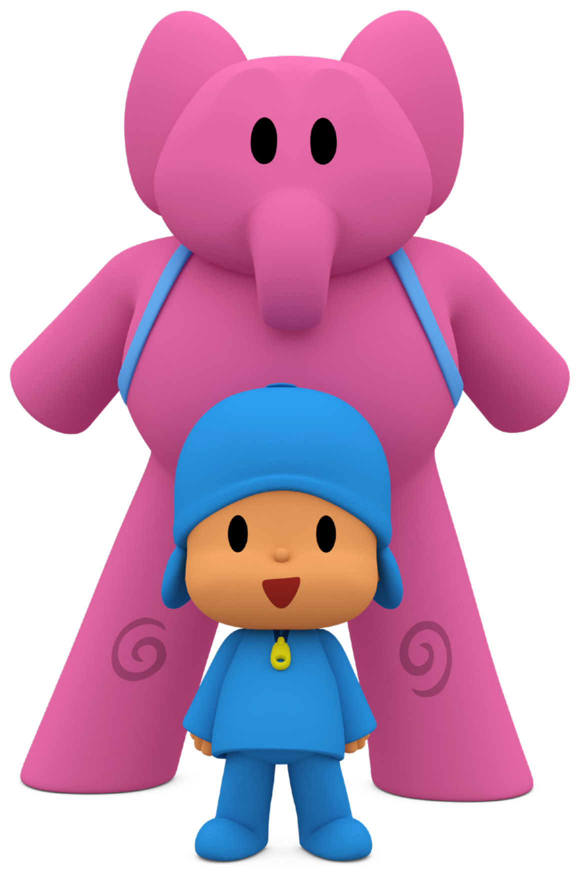
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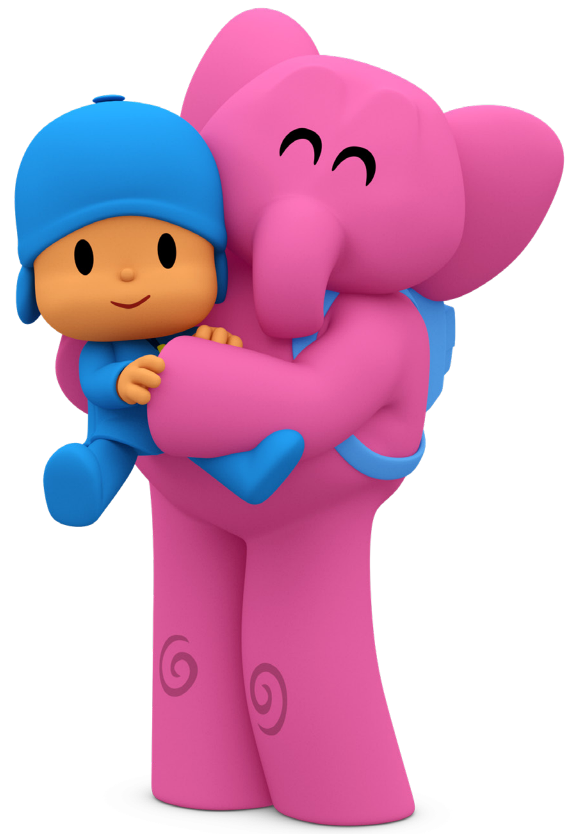
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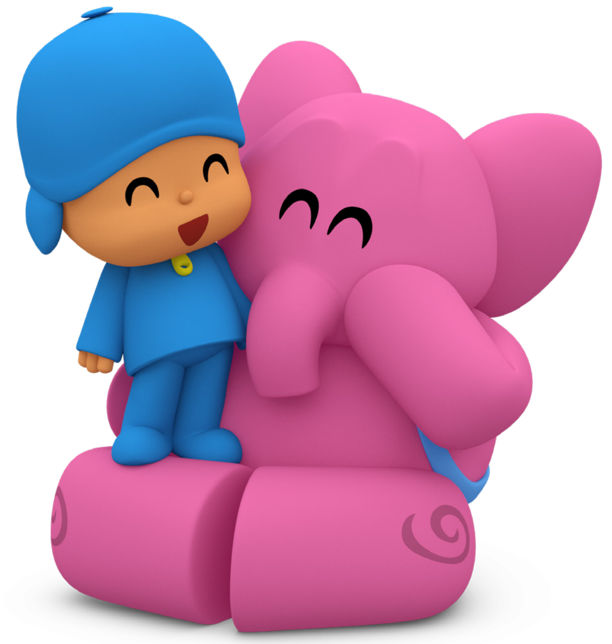
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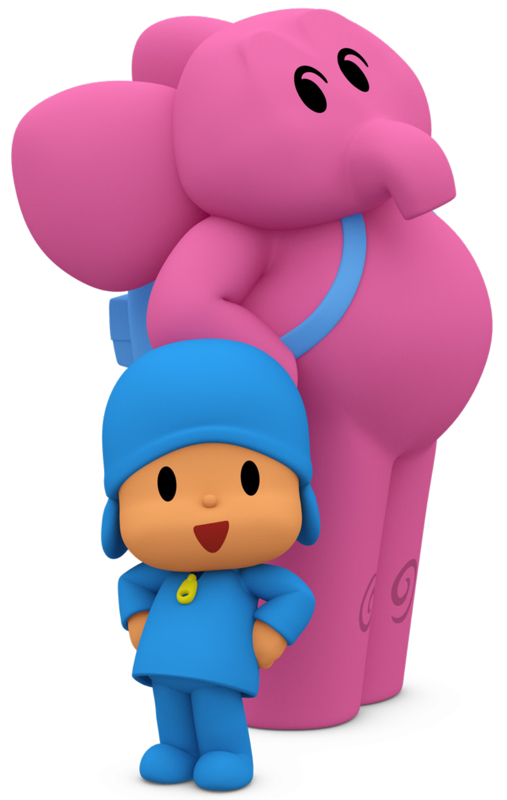
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Pairs

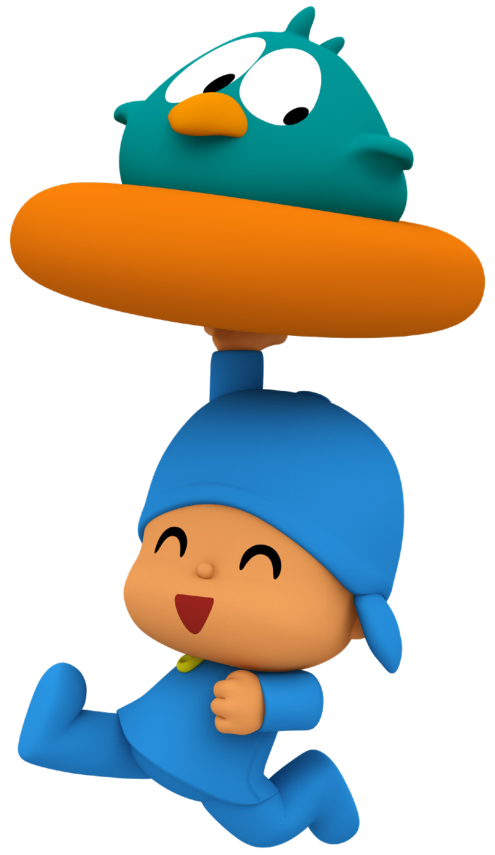
PAIRS_3D_0041

PAIRS_3D_0042

PAIRS_3D_0043

PAIRS_3D_0044

PAIRS_3D_0045



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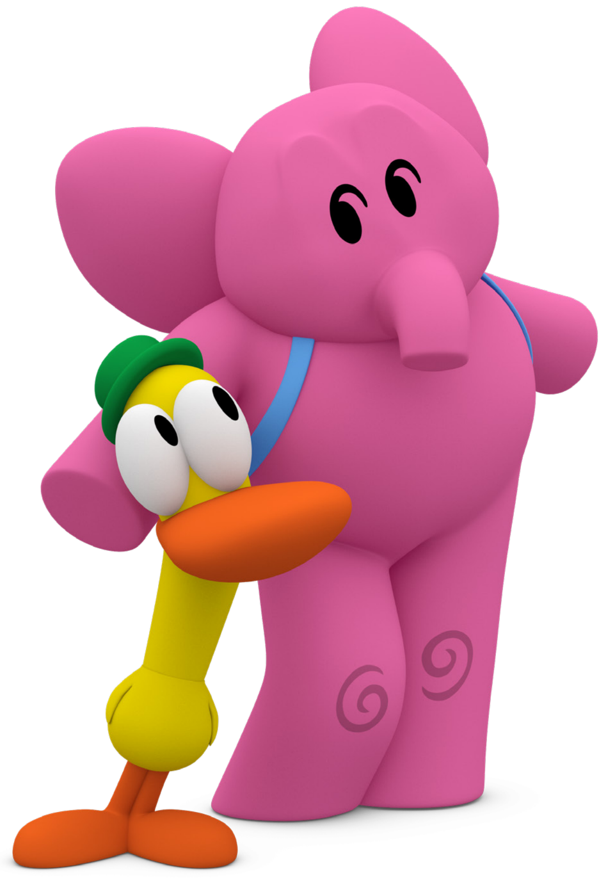
PAIRS_3D_0048

Pairs

PAIRS_3D_0049

PAIRS_3D_0050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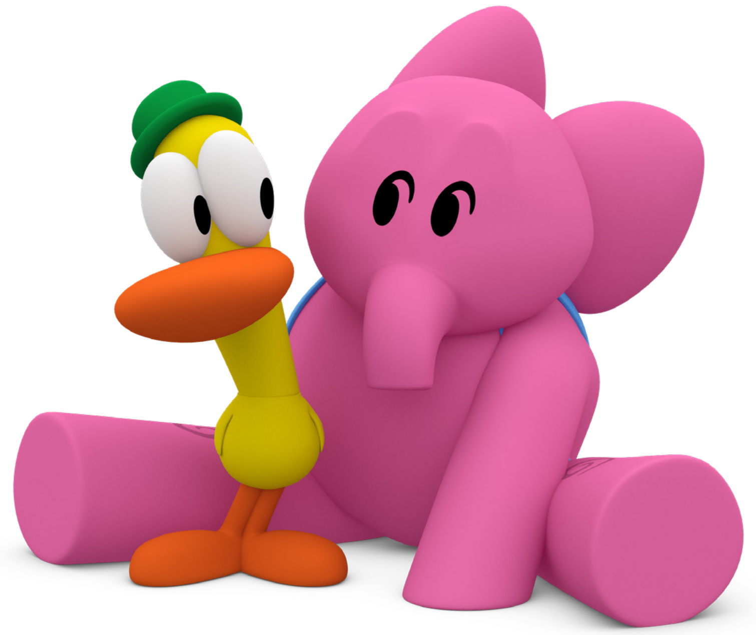
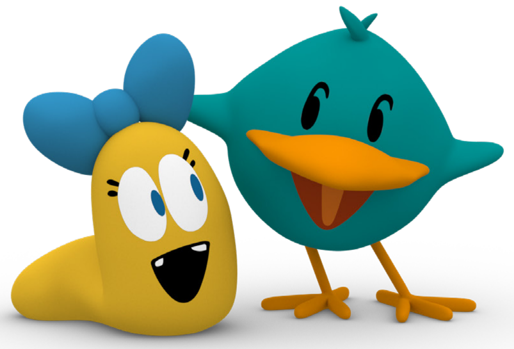

PAIRS_3D_0052

PAIRS_3D_0053

PAIRS_3D_0054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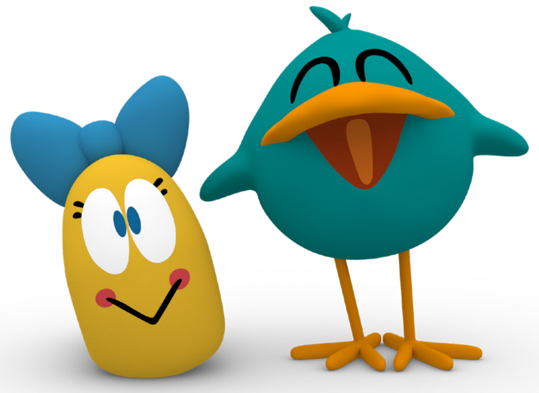
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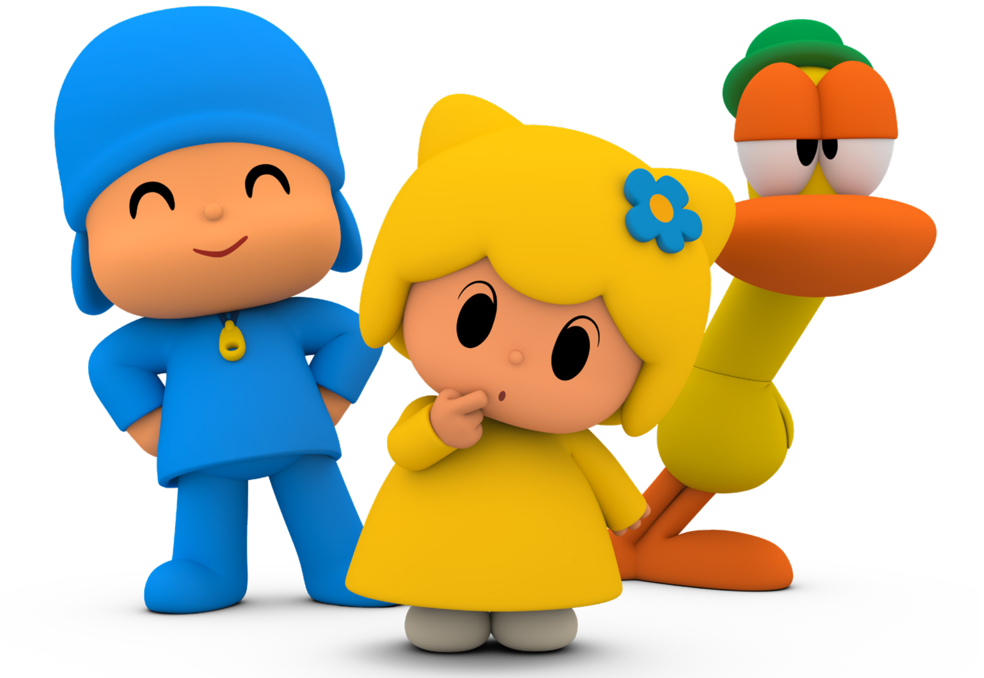
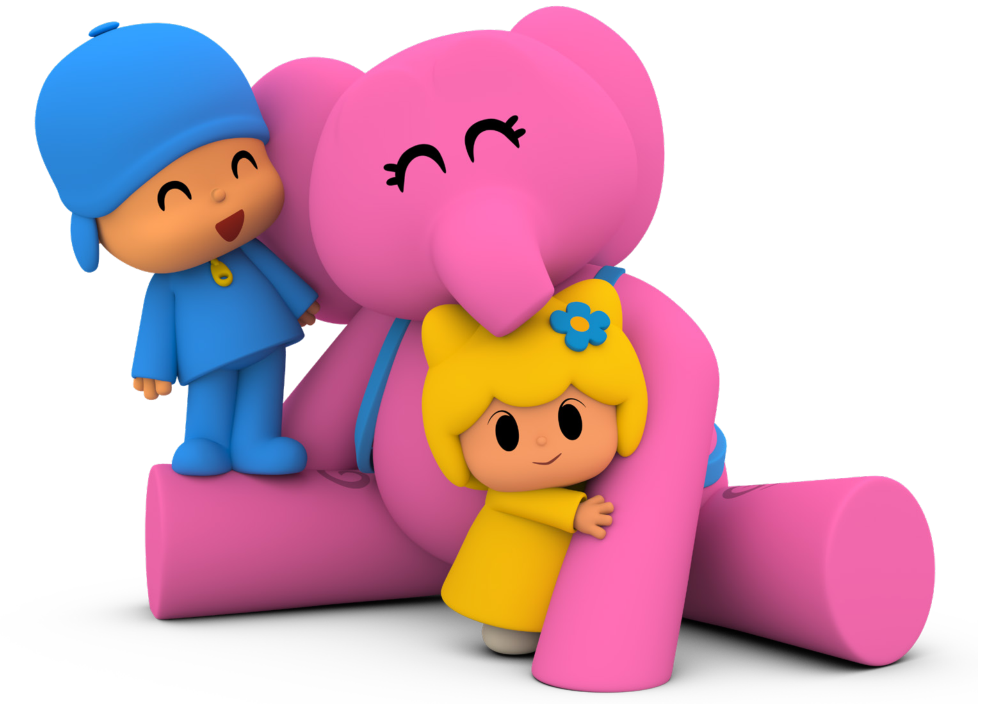
Groups


GROUPS_3D_0001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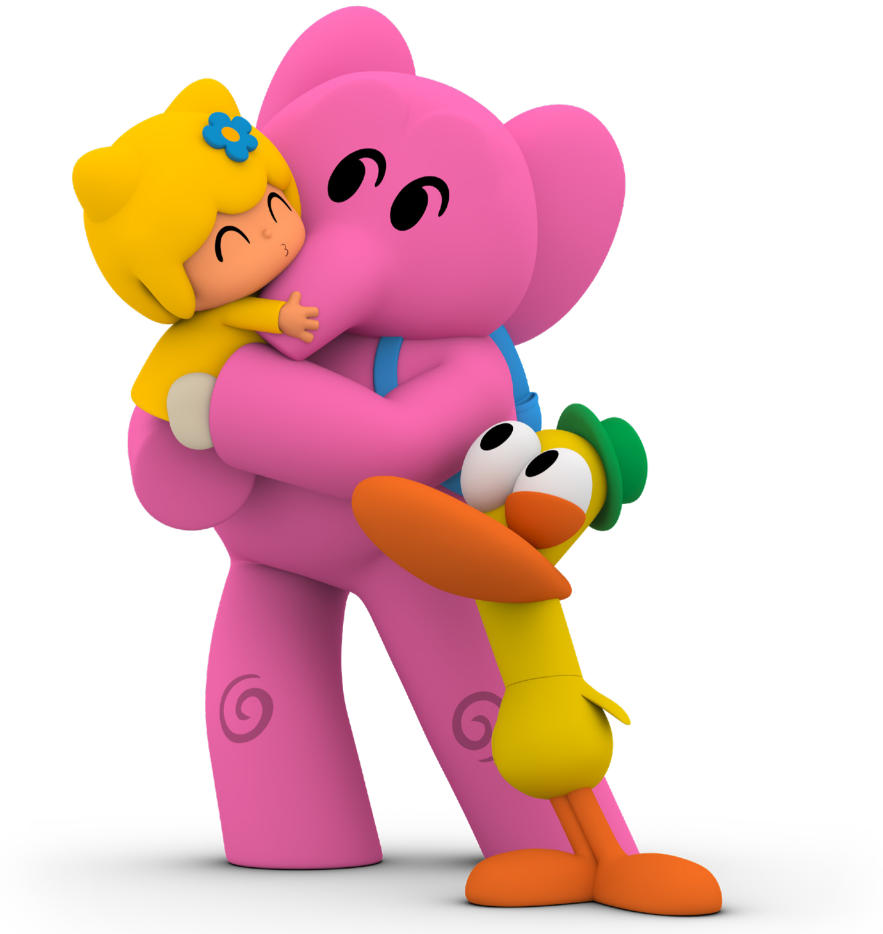
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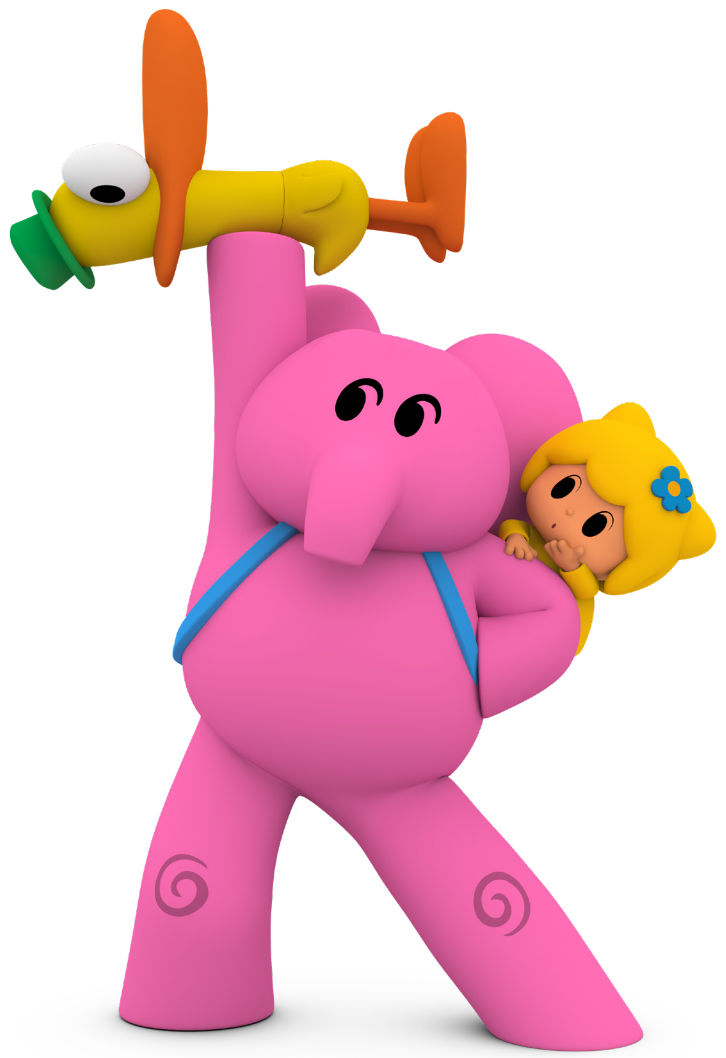
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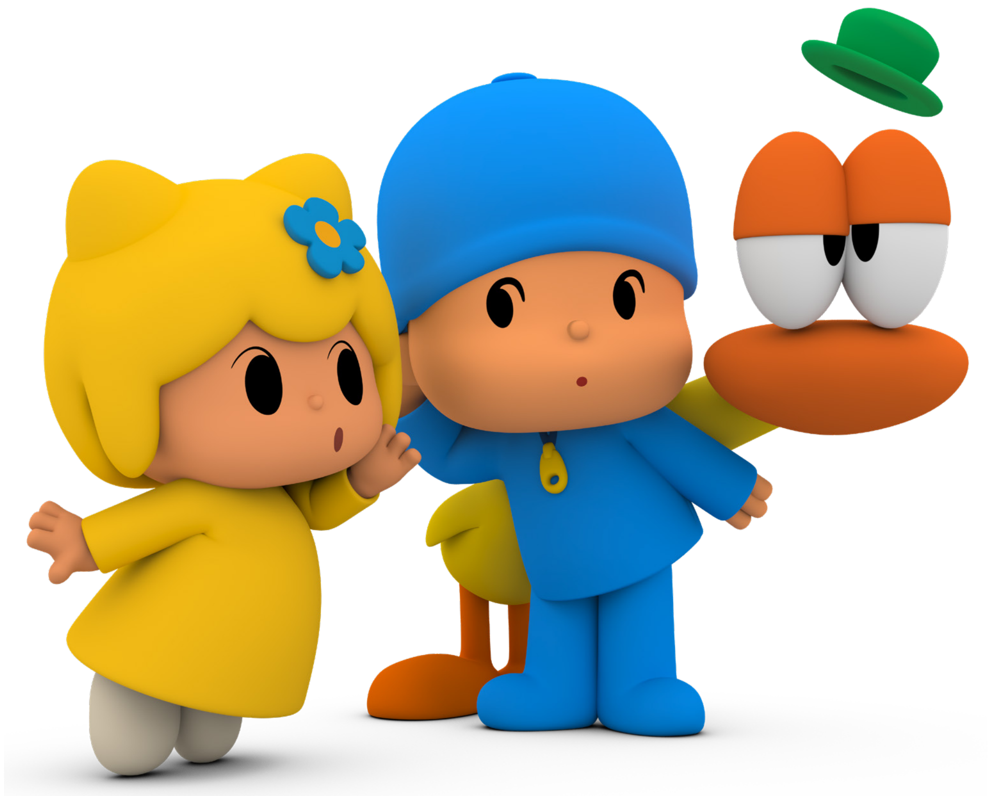
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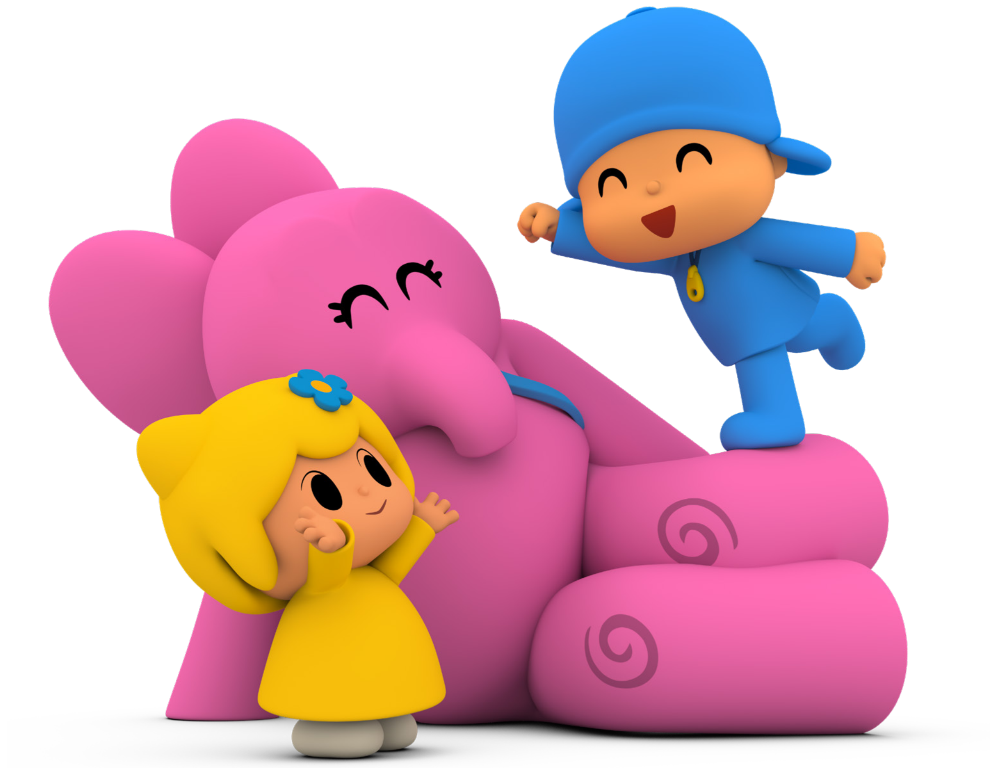
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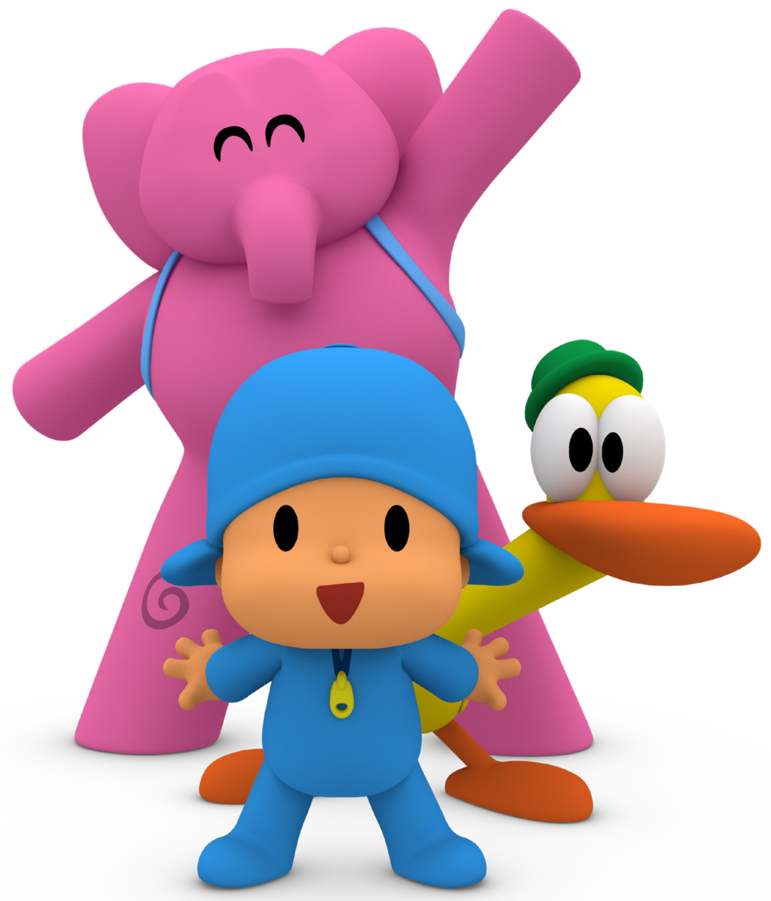
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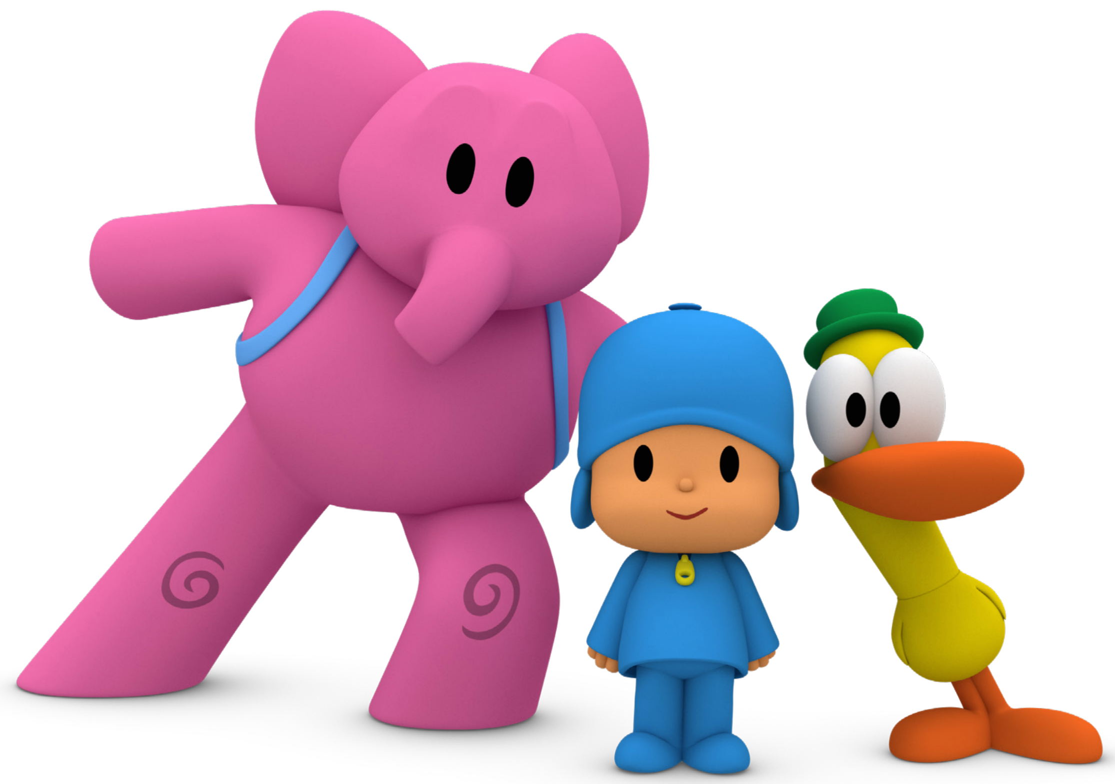
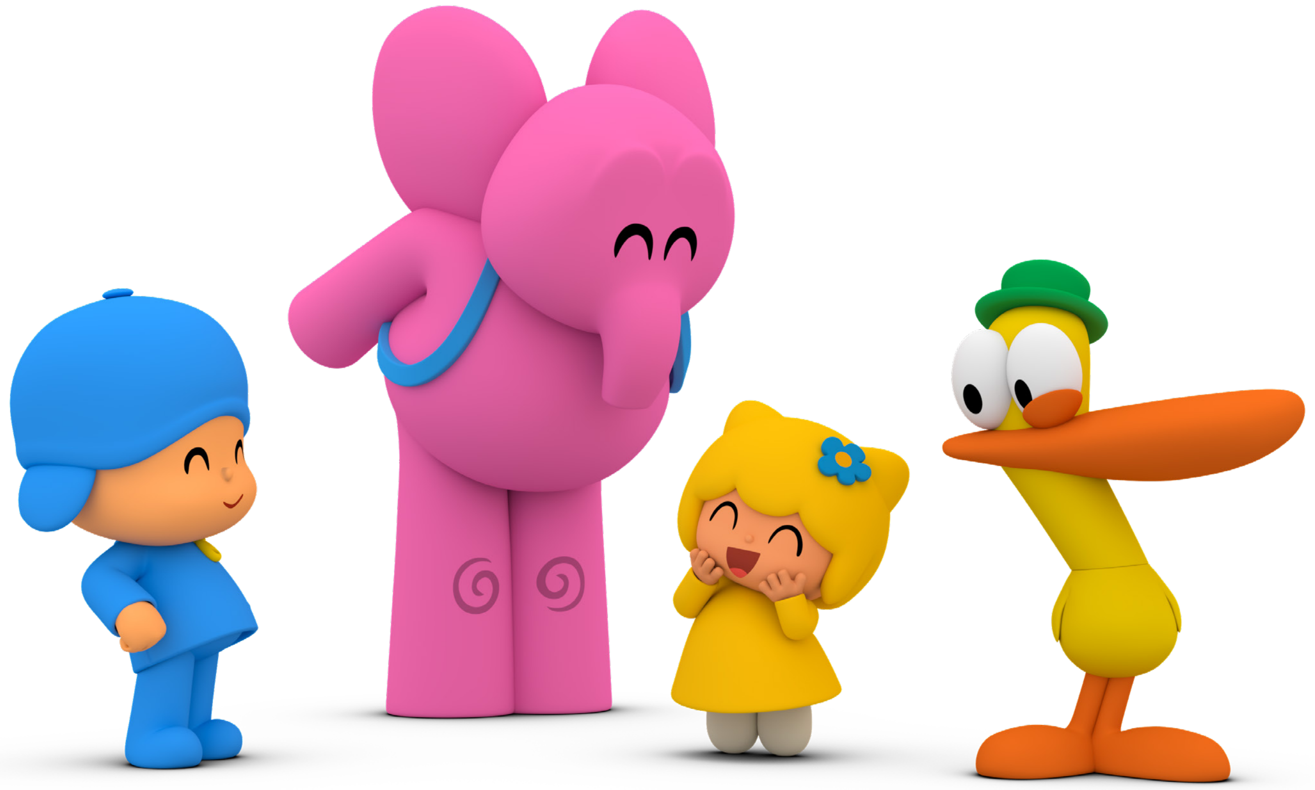

GROUPS_3D_0008

Groups

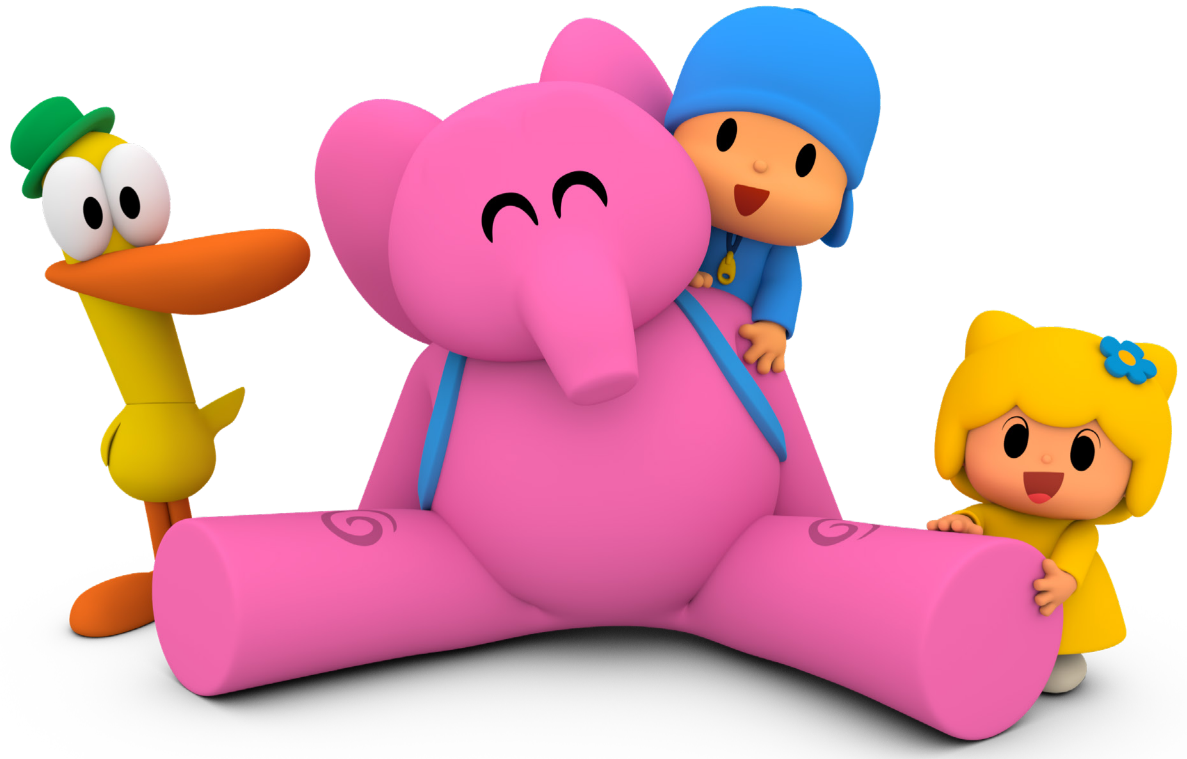
GROUPS_3D_0009



GROUPS_3D_0010

GROUPS_3D_0013

GROUPS_3D_0011



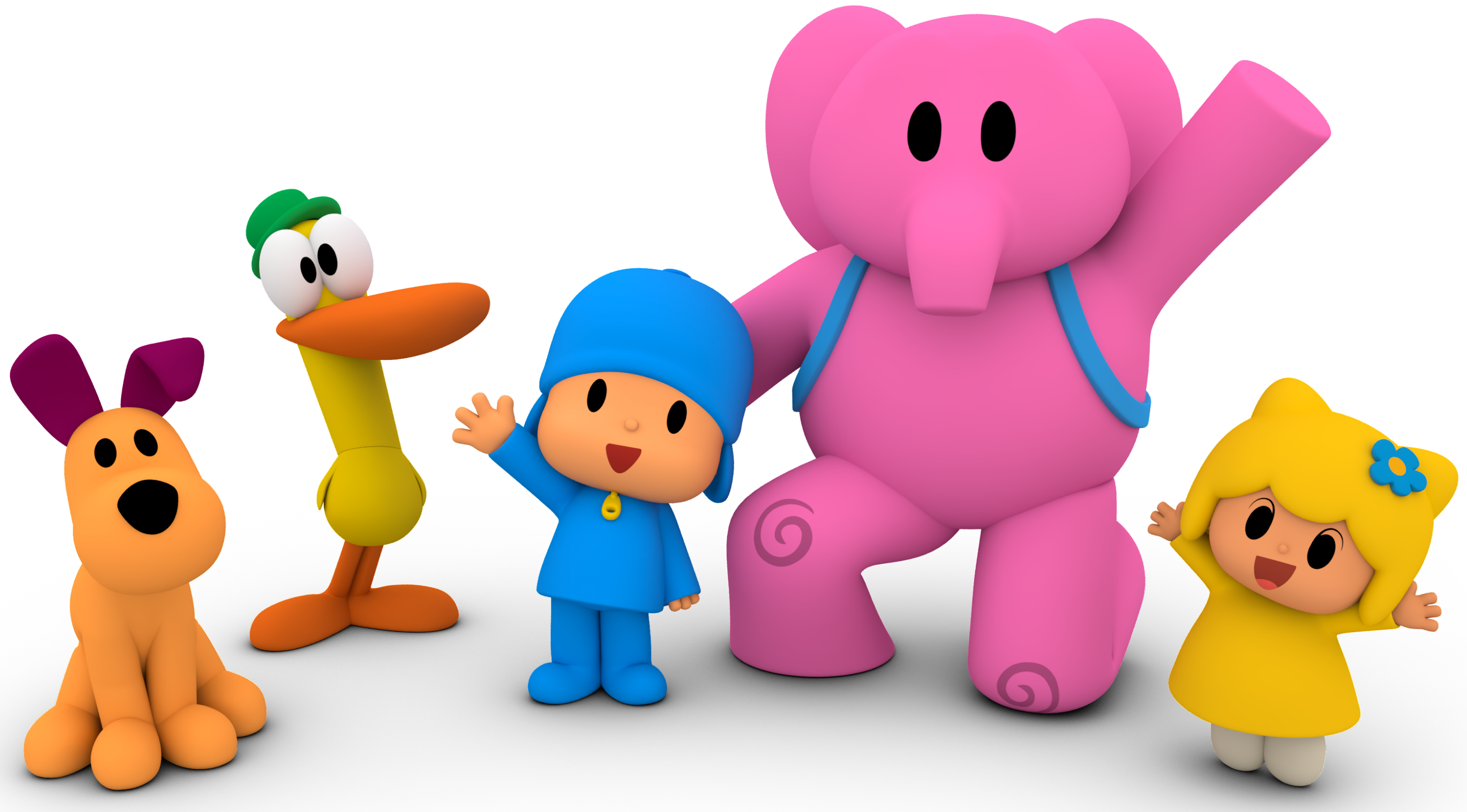
GROUPS_3D_0012

Groups

GROUPS_3D_0014

GROUPS_3D_0015

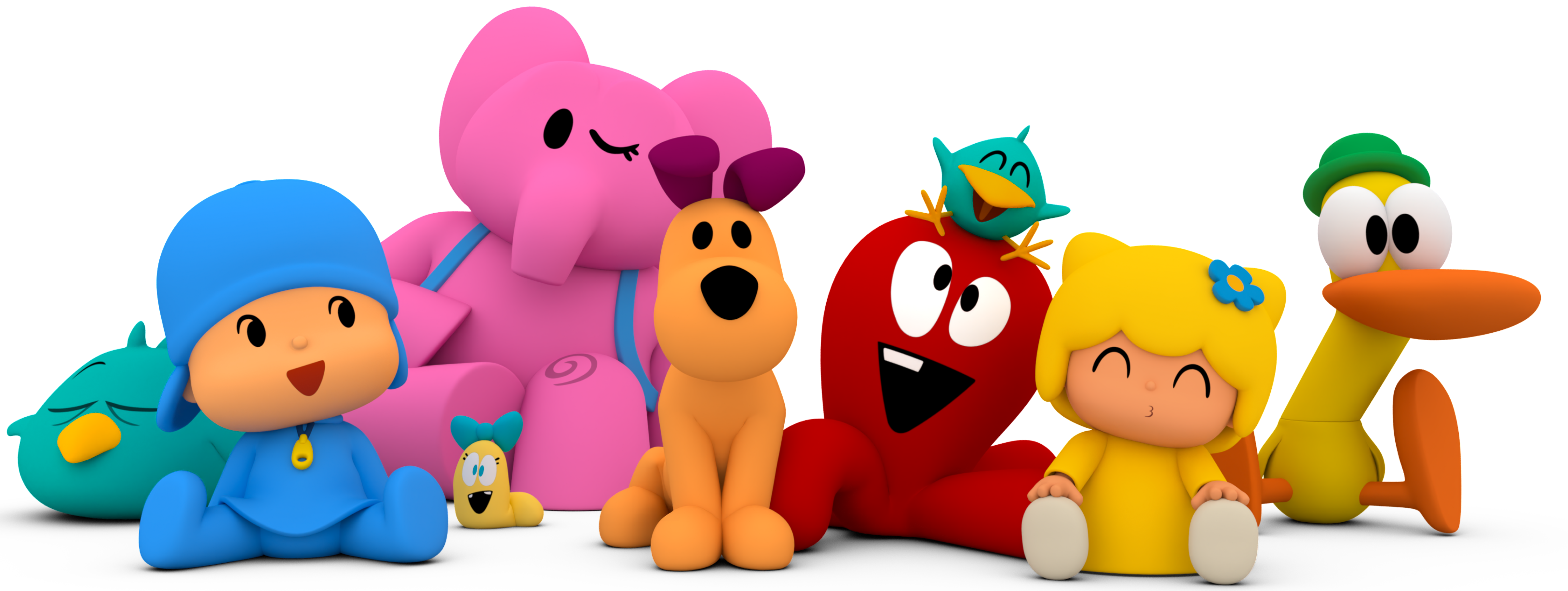
GROUPS_3D_0016



GROUPS_3D_0017

GROUPS_3D_0018

Groups



GROUPS_3D_002019

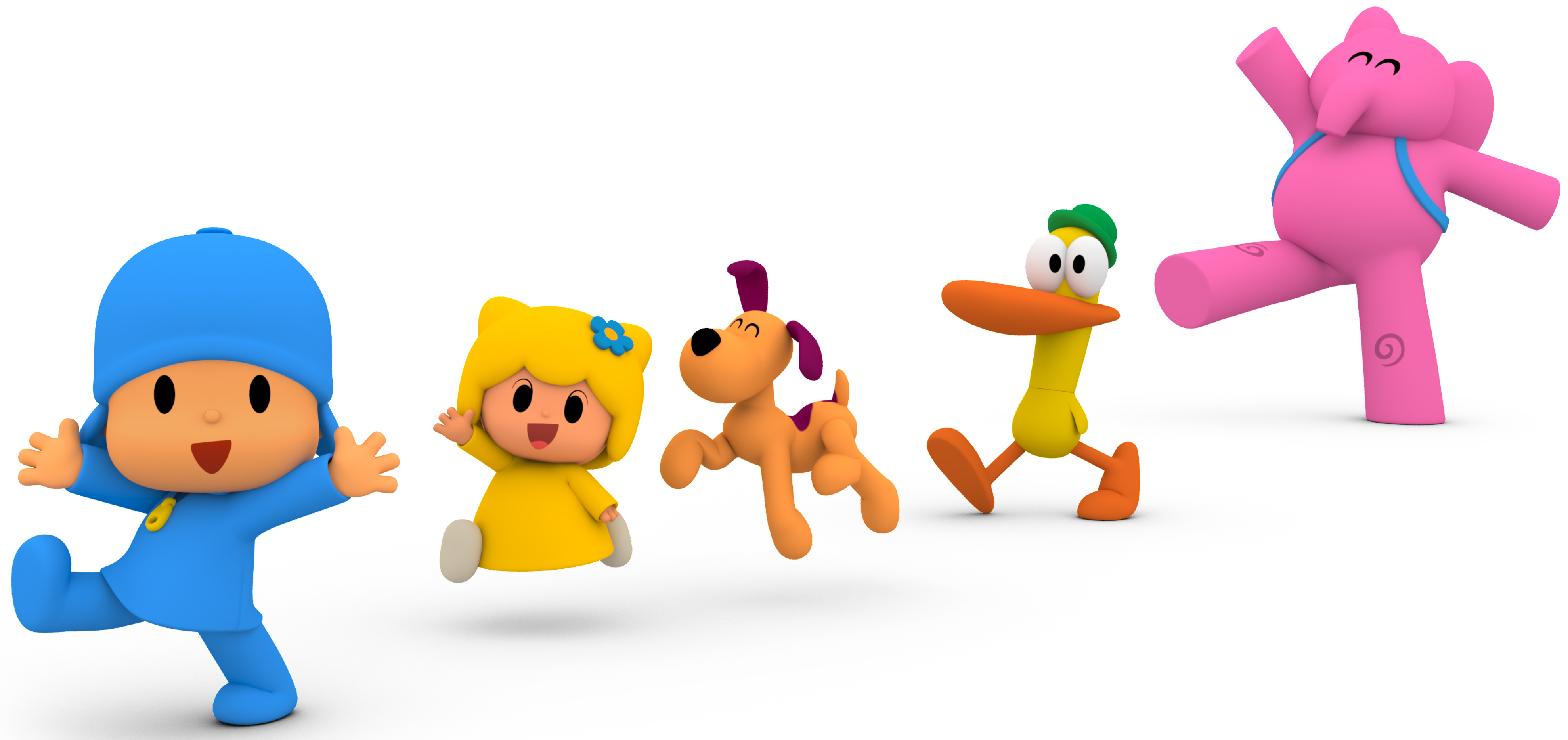
GROUPS_3D_0020

GROUPS_3D_0021

GROUPS_3D_0022

Groups

GROUPS_3D_0023



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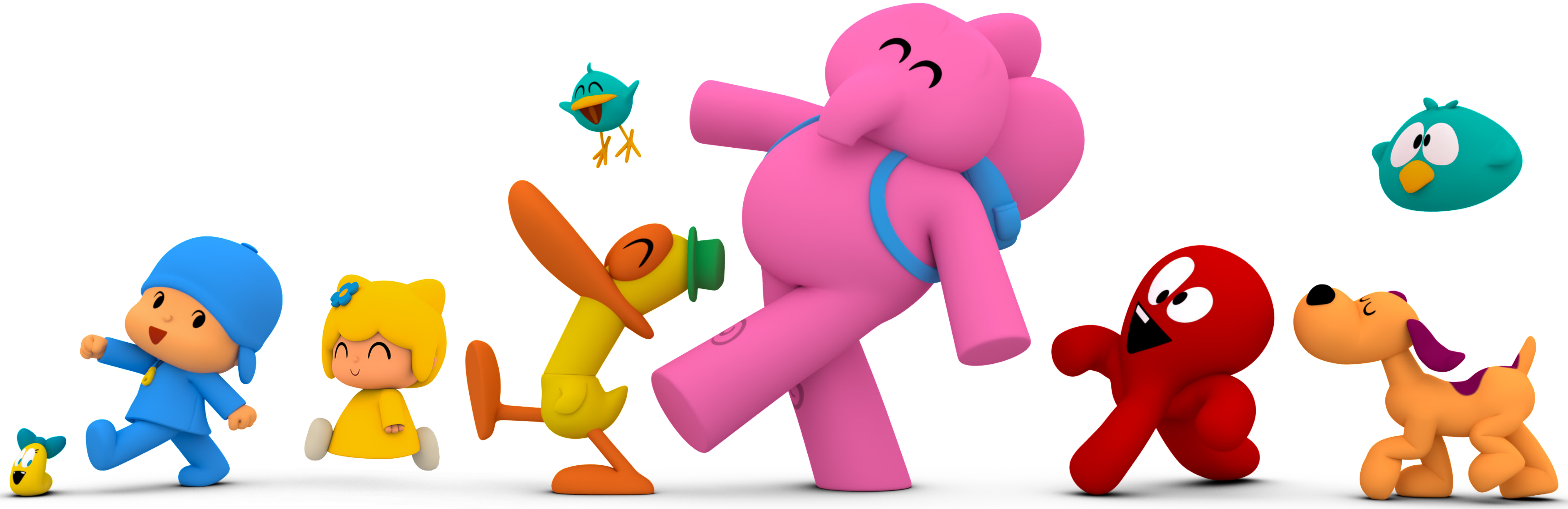
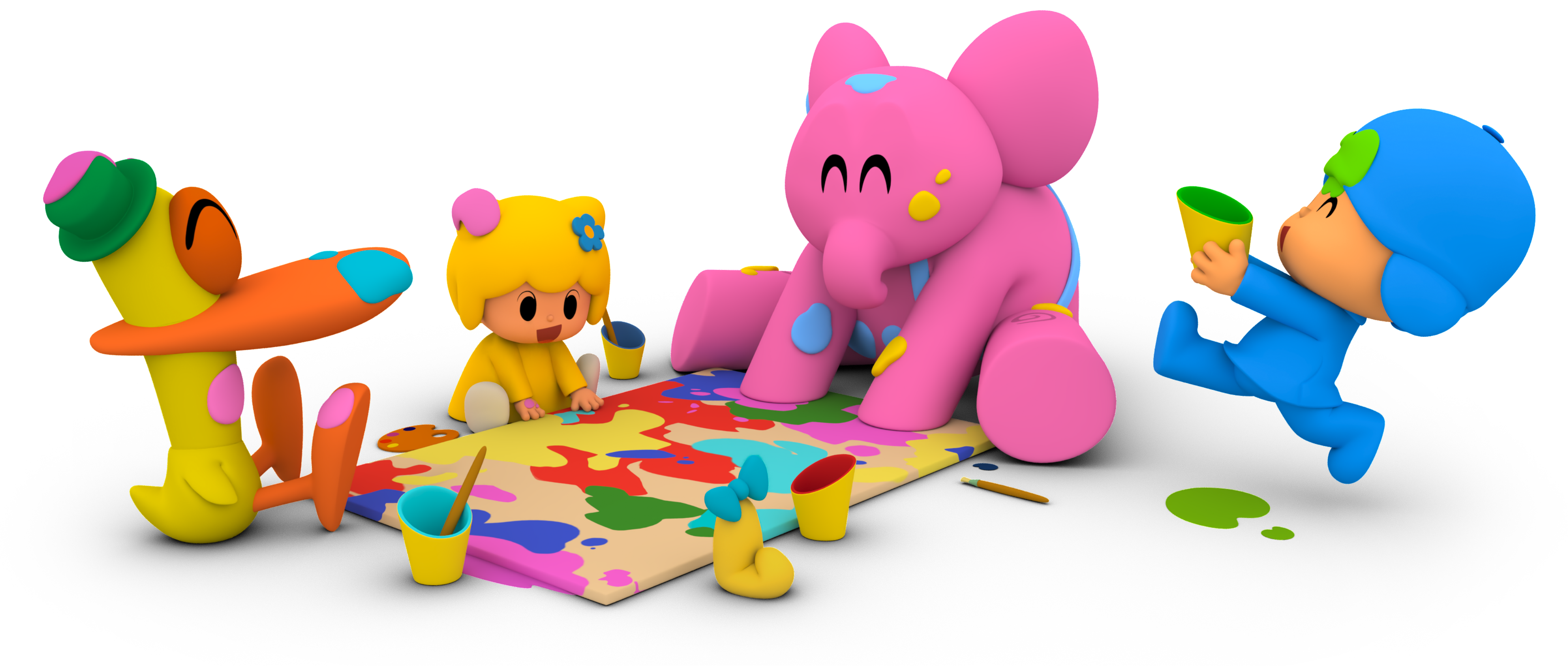


GROUPS_3D_0025

Groups



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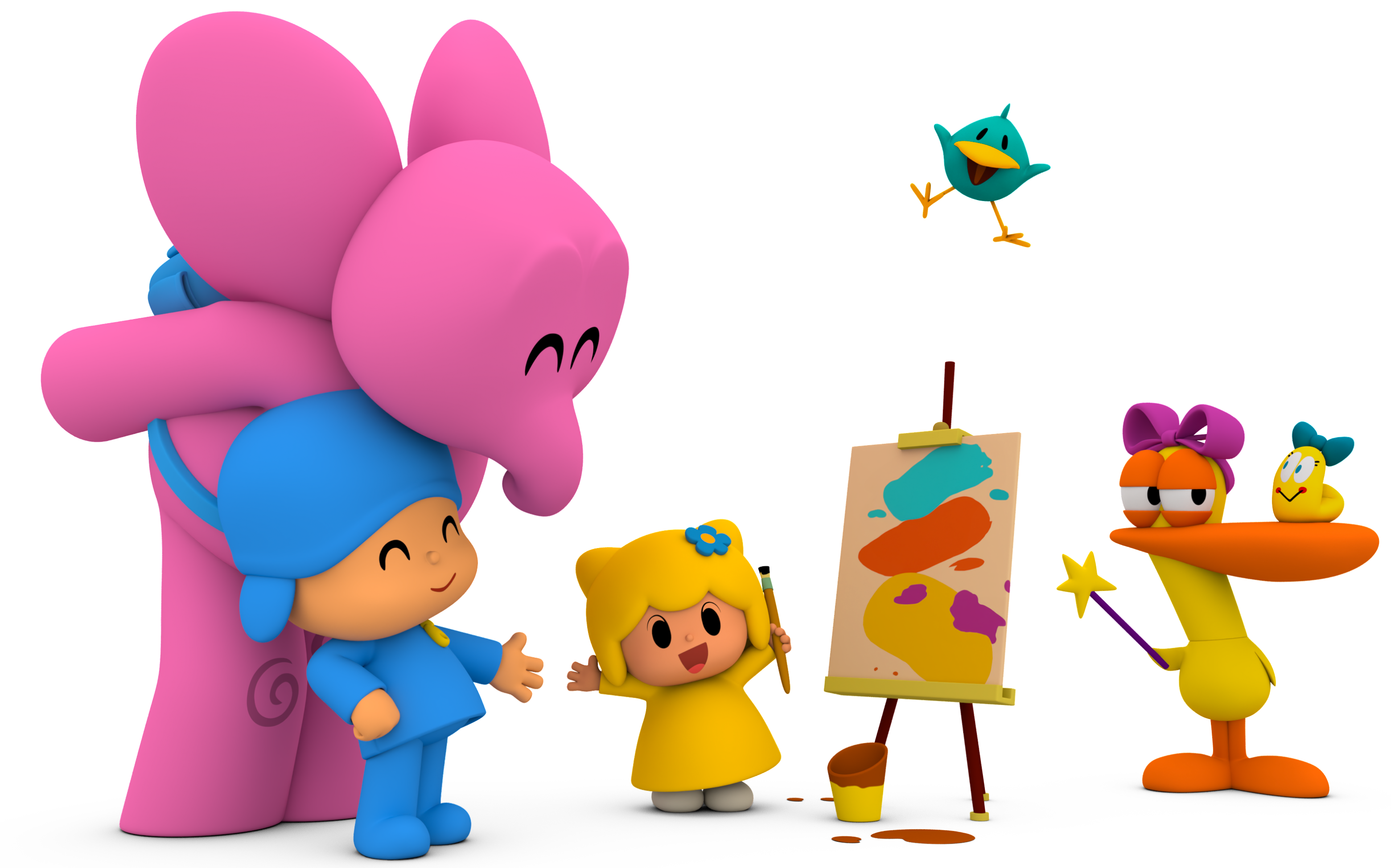
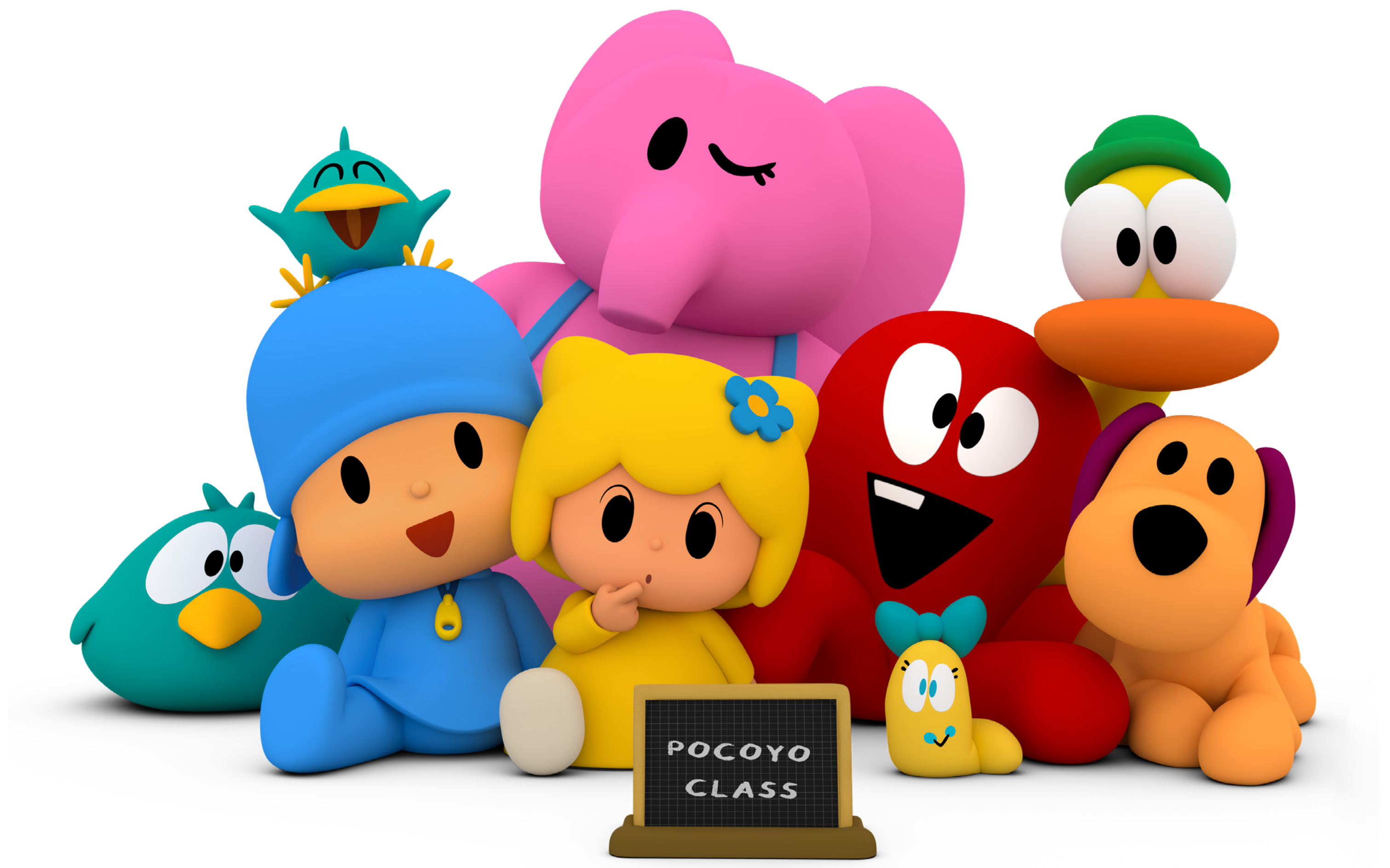
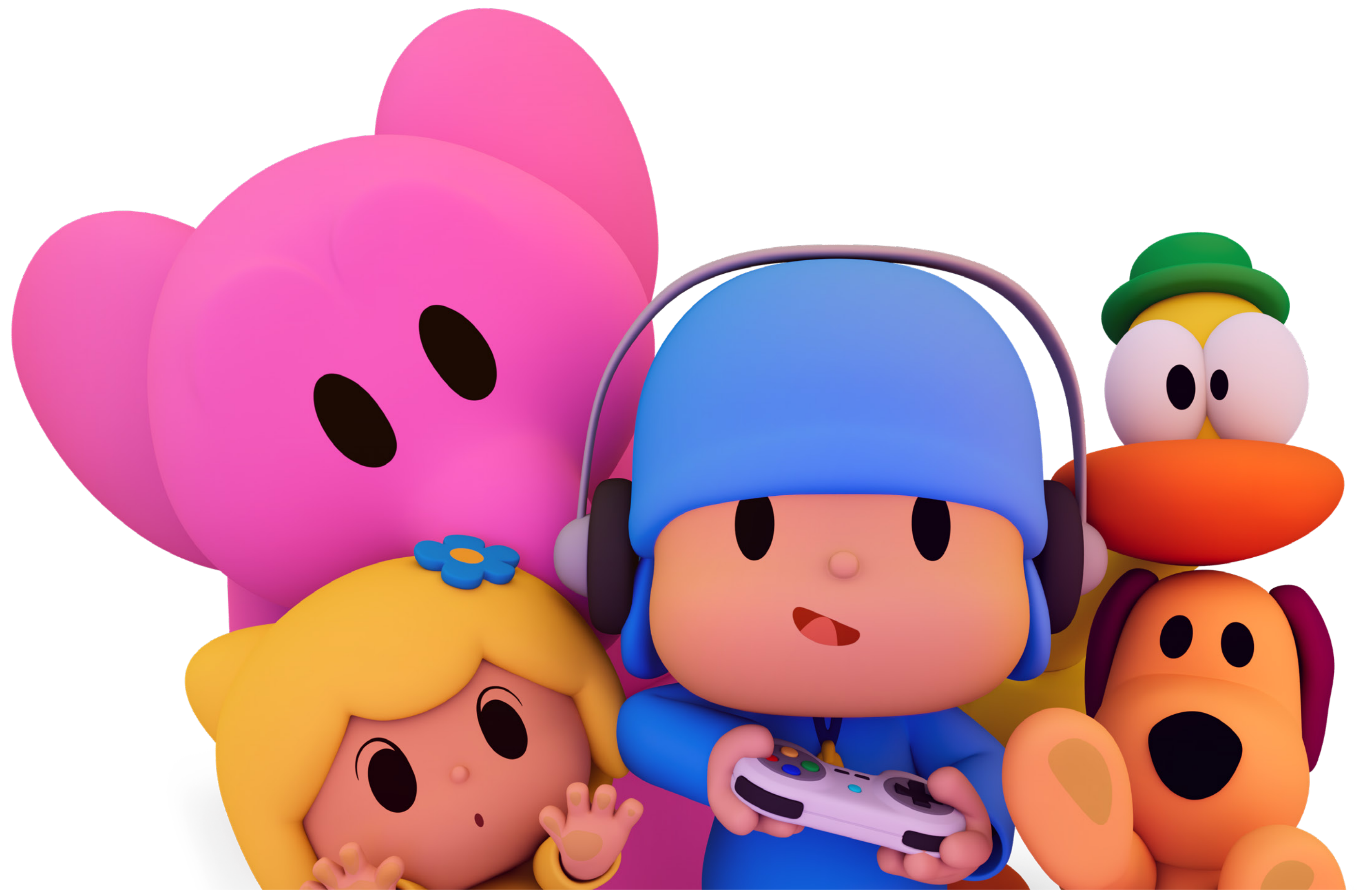


GROUPS_3D_0027


POCOYO
CLASS

GROUPS_3D_0028



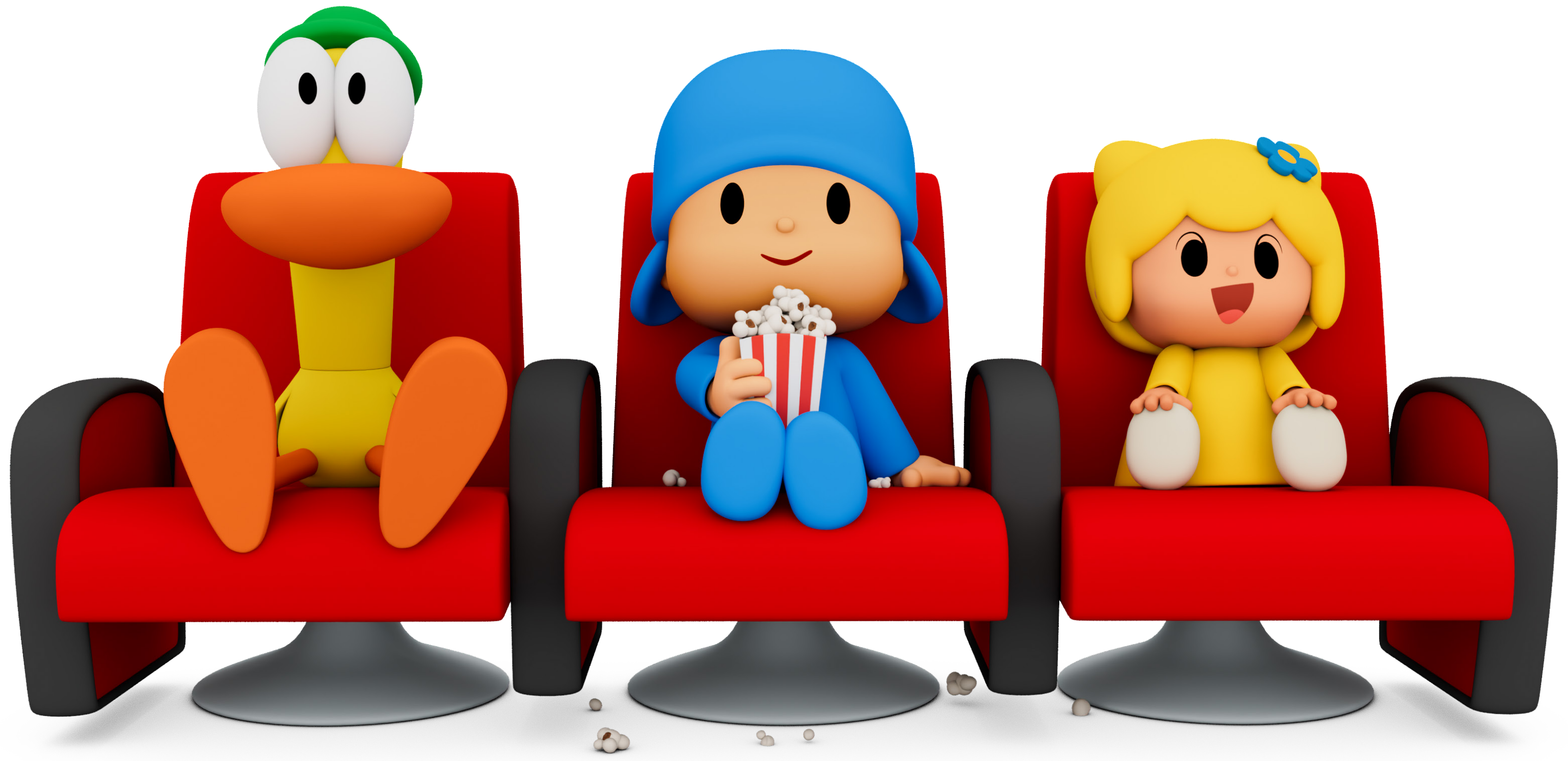
GROUPS_3D_0029

Groups

GROUPS_3D_0030

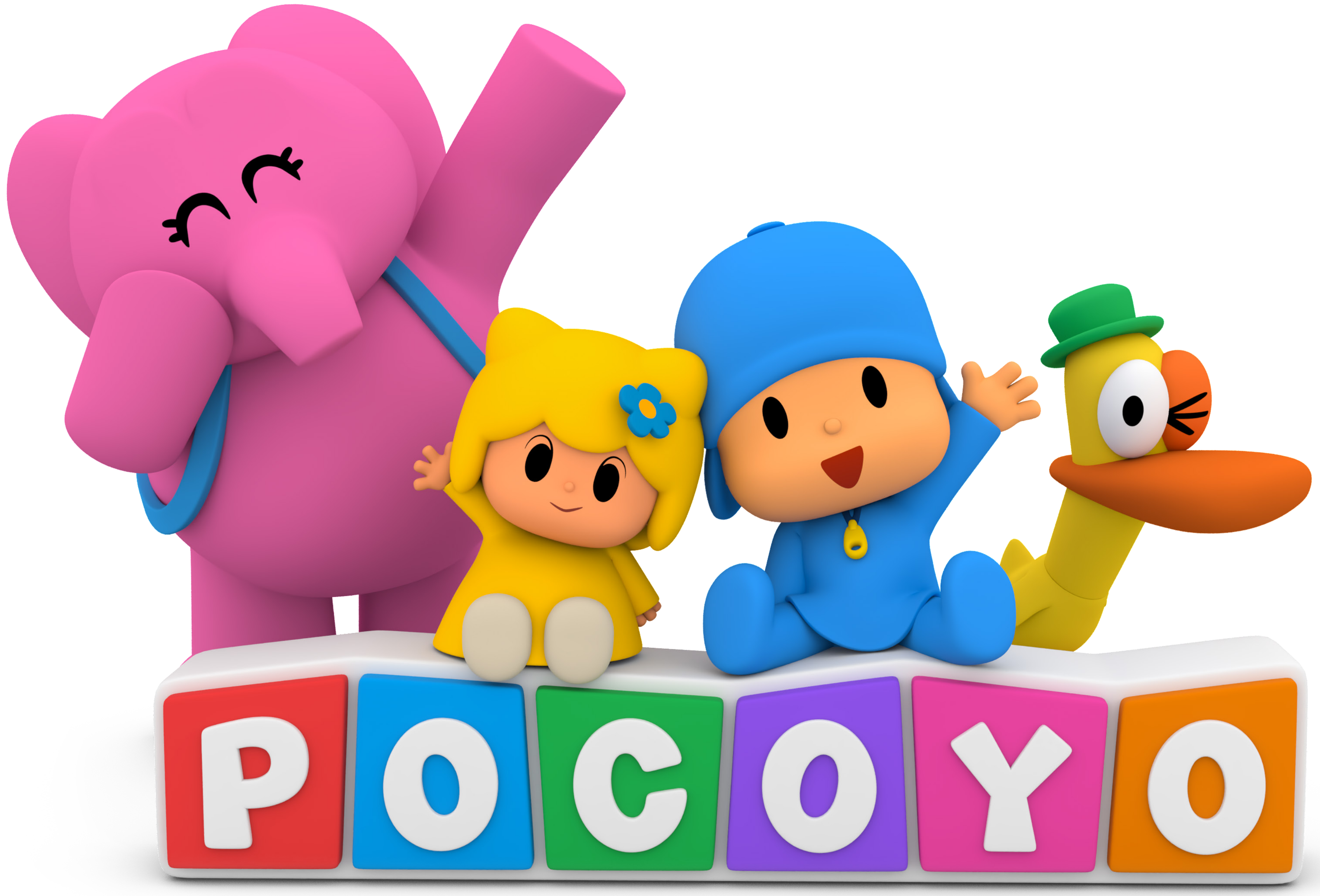
GROUPS_3D_0031

GROUPS_3D_0032

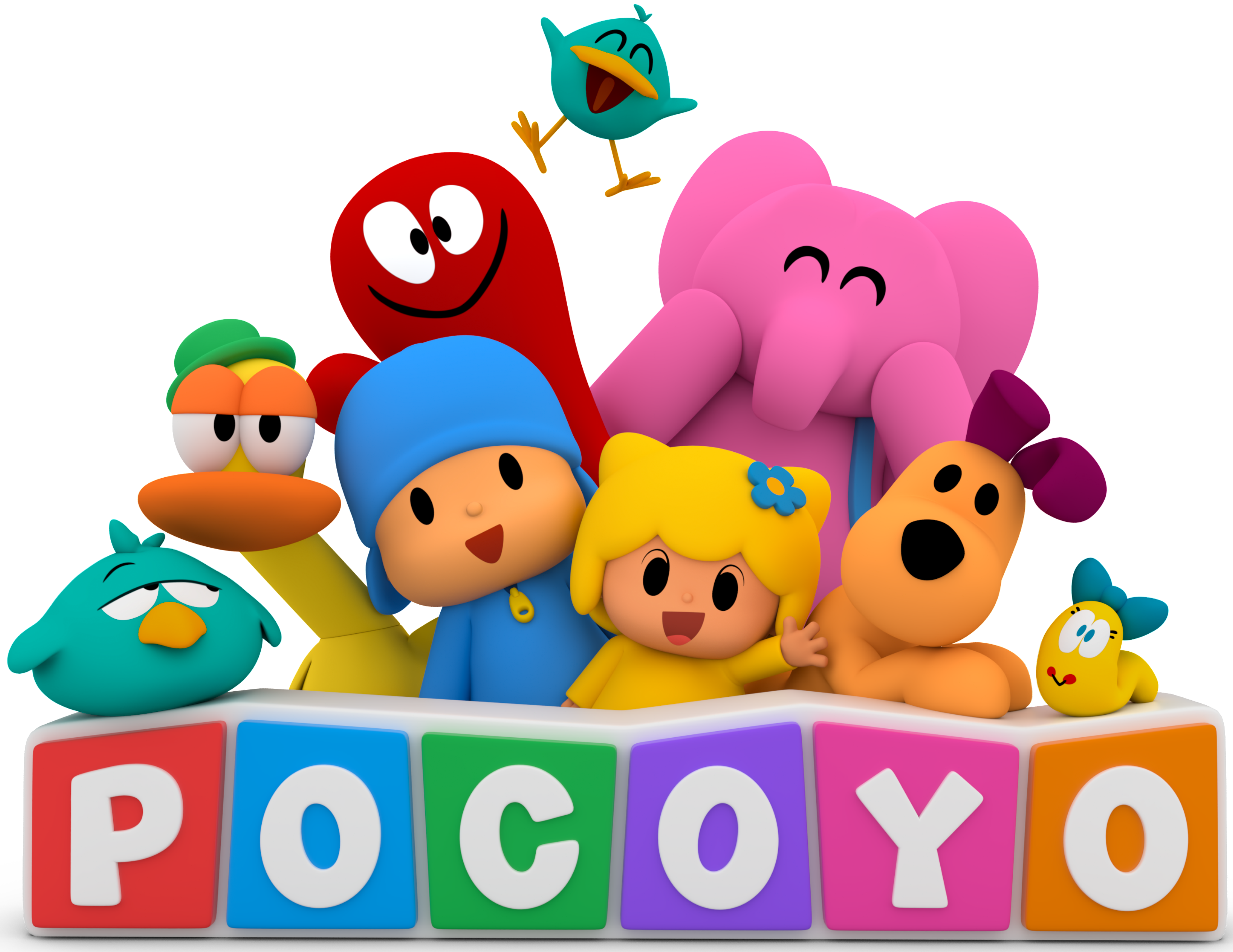


GROUPS_3D_0033

Groups



GROUPS_3D_0034



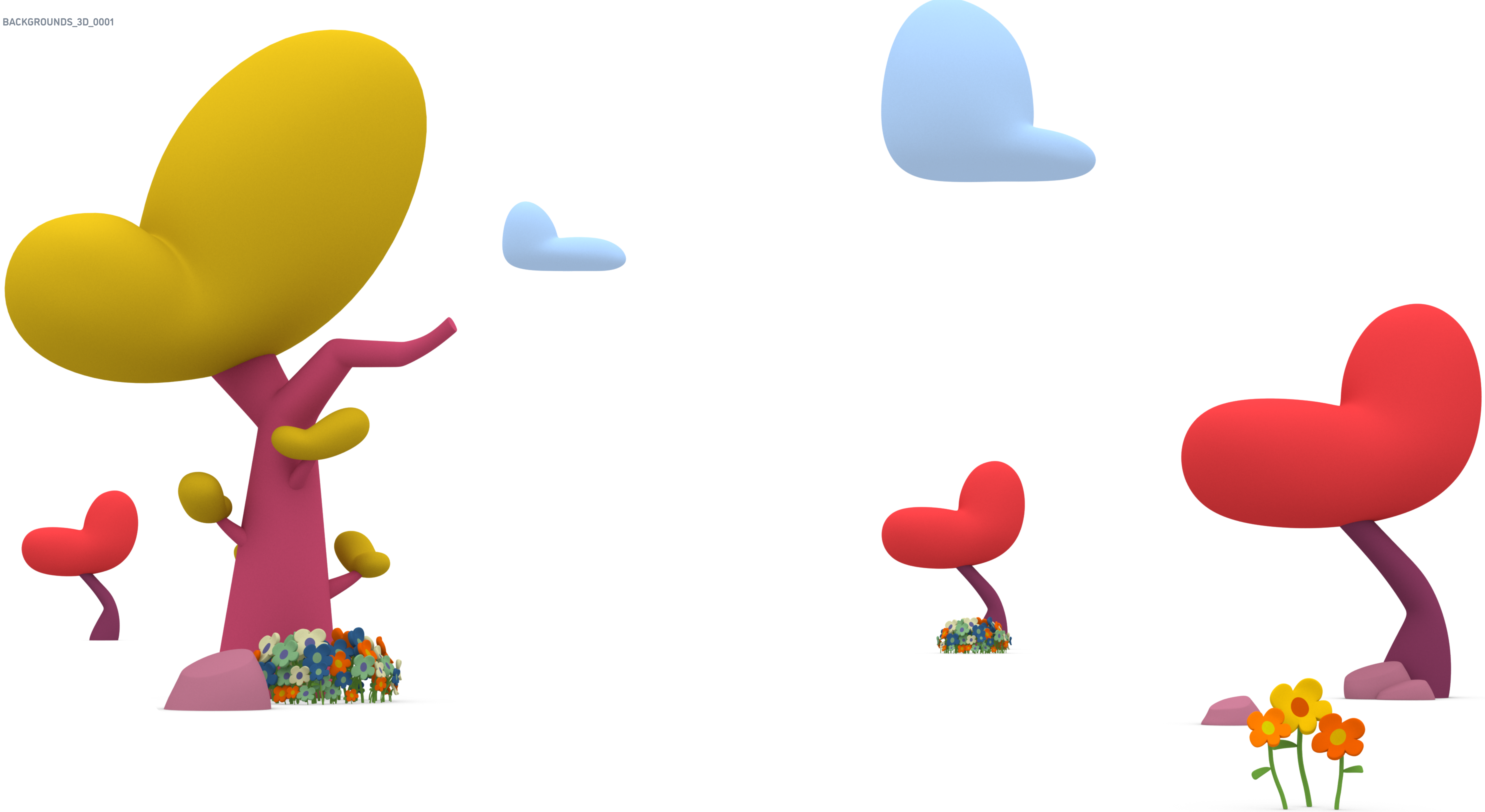
GROUPS_3D_0035

Backgrounds

The world of Pocoyo is a place of endless wonder, where every background sets the stage for adventure. From vibrant landscapes to playful settings, each environment fuels curiosity, discovery, and fun.

Backgrounds

BACKGROUNDS_3D_0001

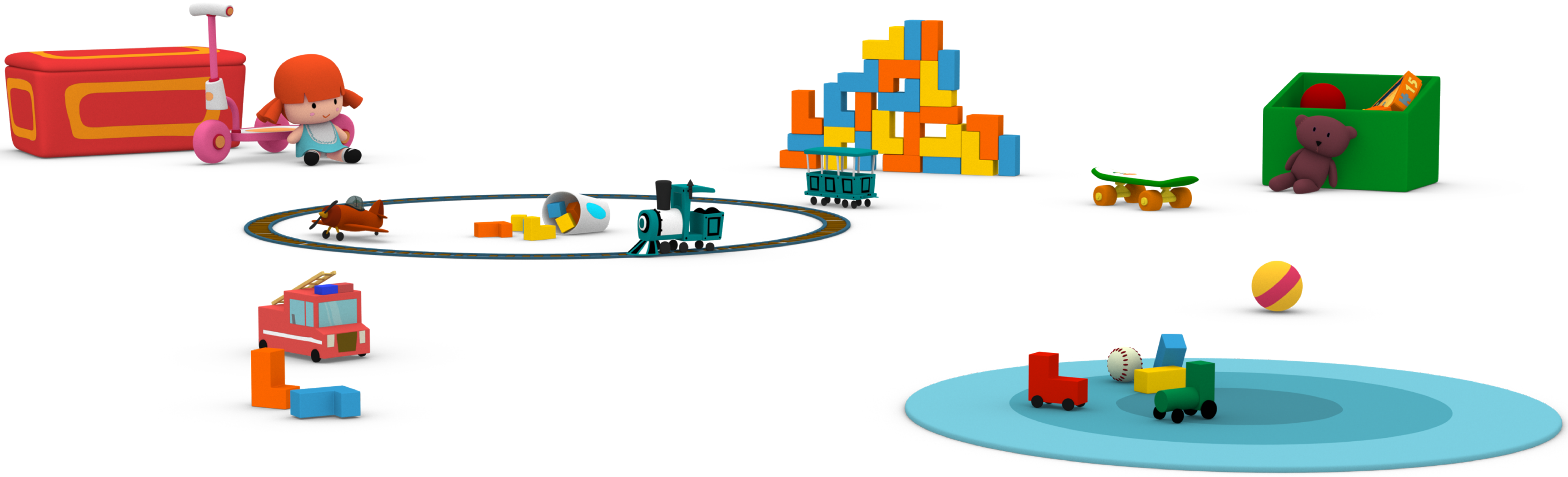


Backgrounds

BACKGROUNDS_3D_0002

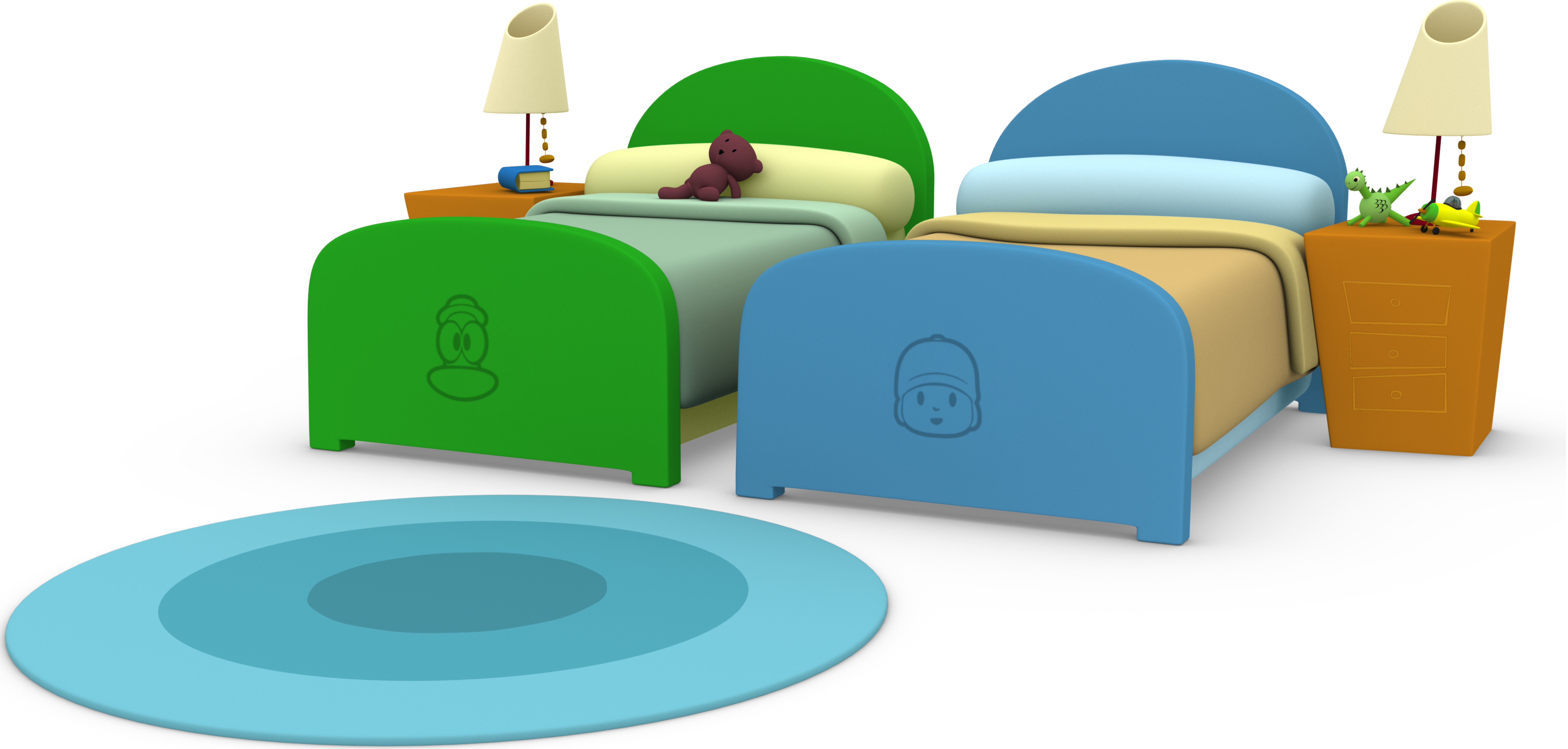
Backgrounds

BACKGROUNDS_3D_0003



Backgrounds

BACKGROUNDS_3D_0004

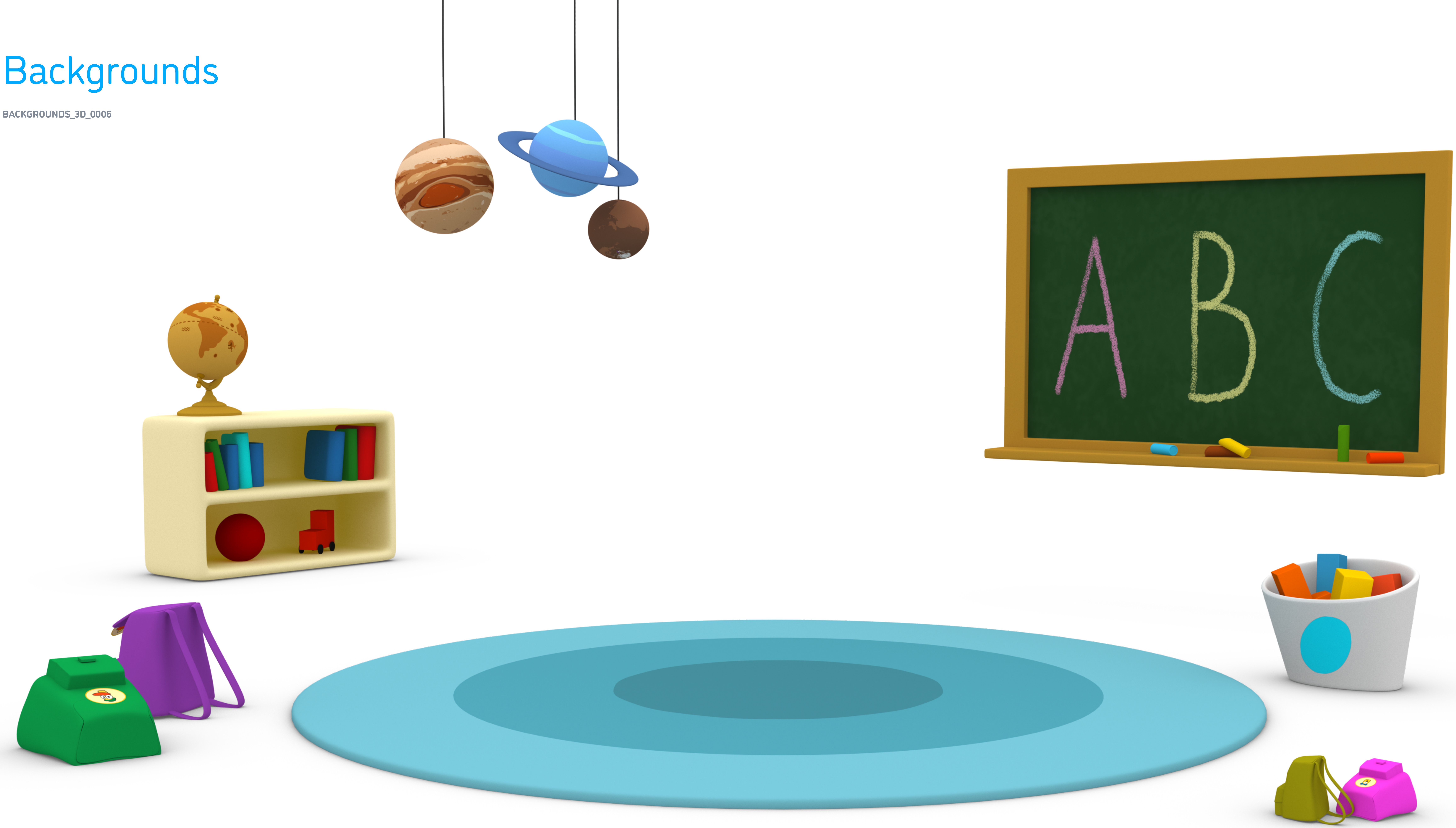


Backgrounds

BACKGROUNDS_3D_0005

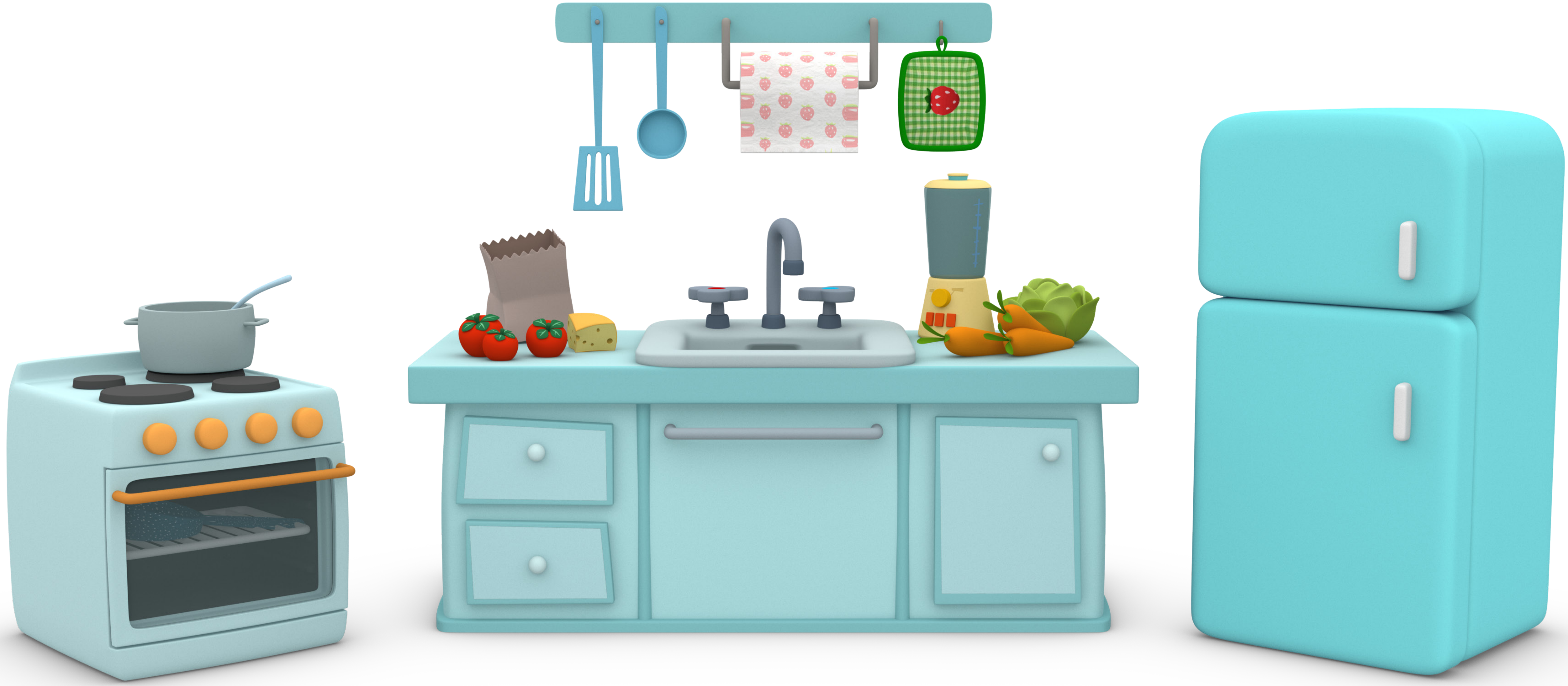
Backgrounds

BACKGROUNDS_3D_0006



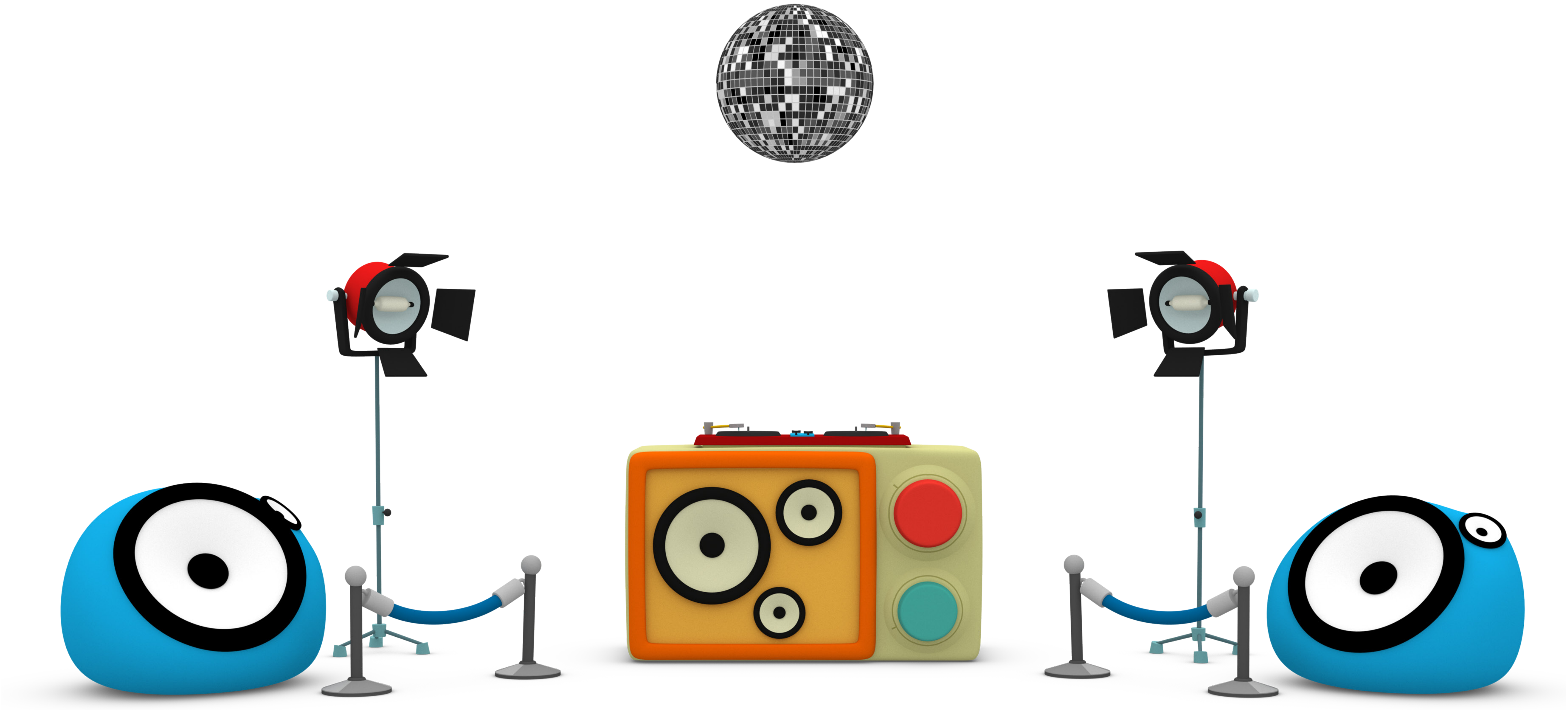
Backgrounds

BACKGROUNDS_3D_0007



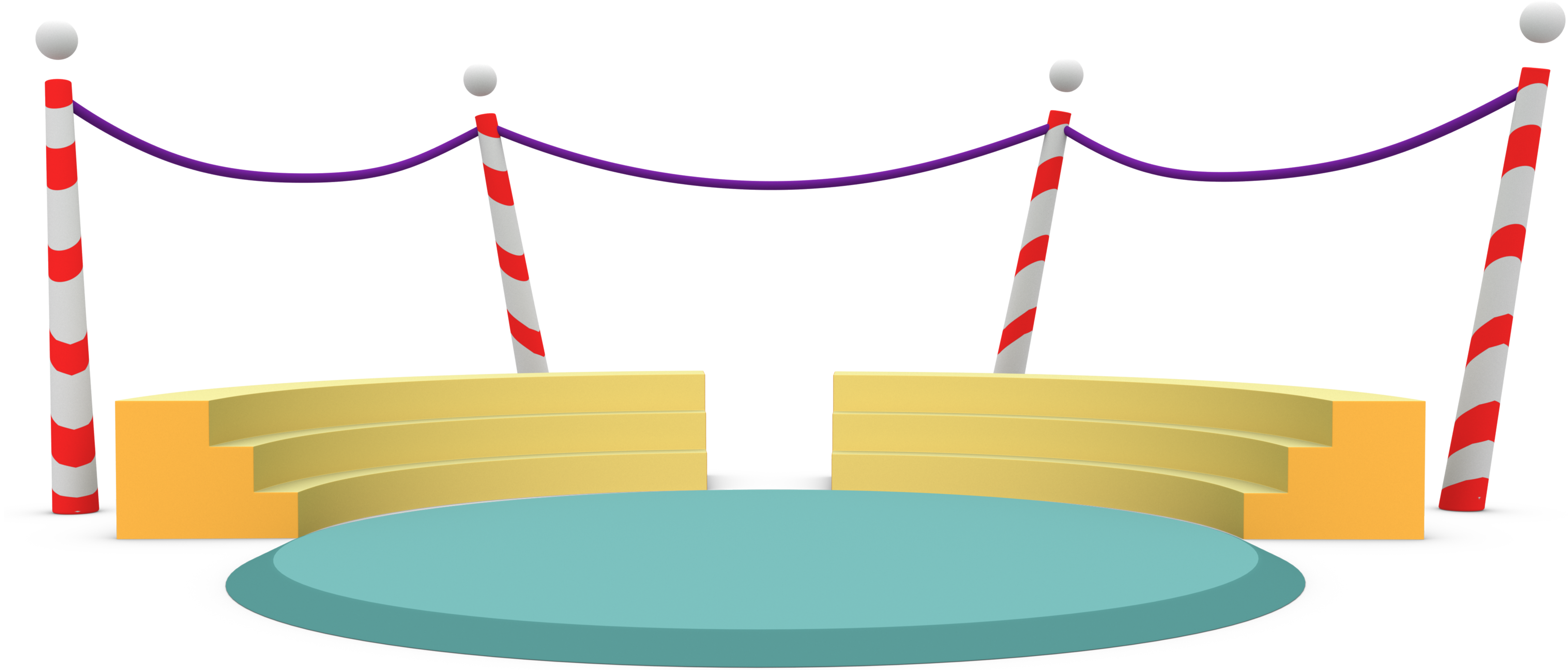
Backgrounds

BACKGROUNDS_3D_0008



Backgrounds

BACKGROUNDS_3D_0009



Backgrounds

BACKGROUNDS_3D_0010

Backgrounds

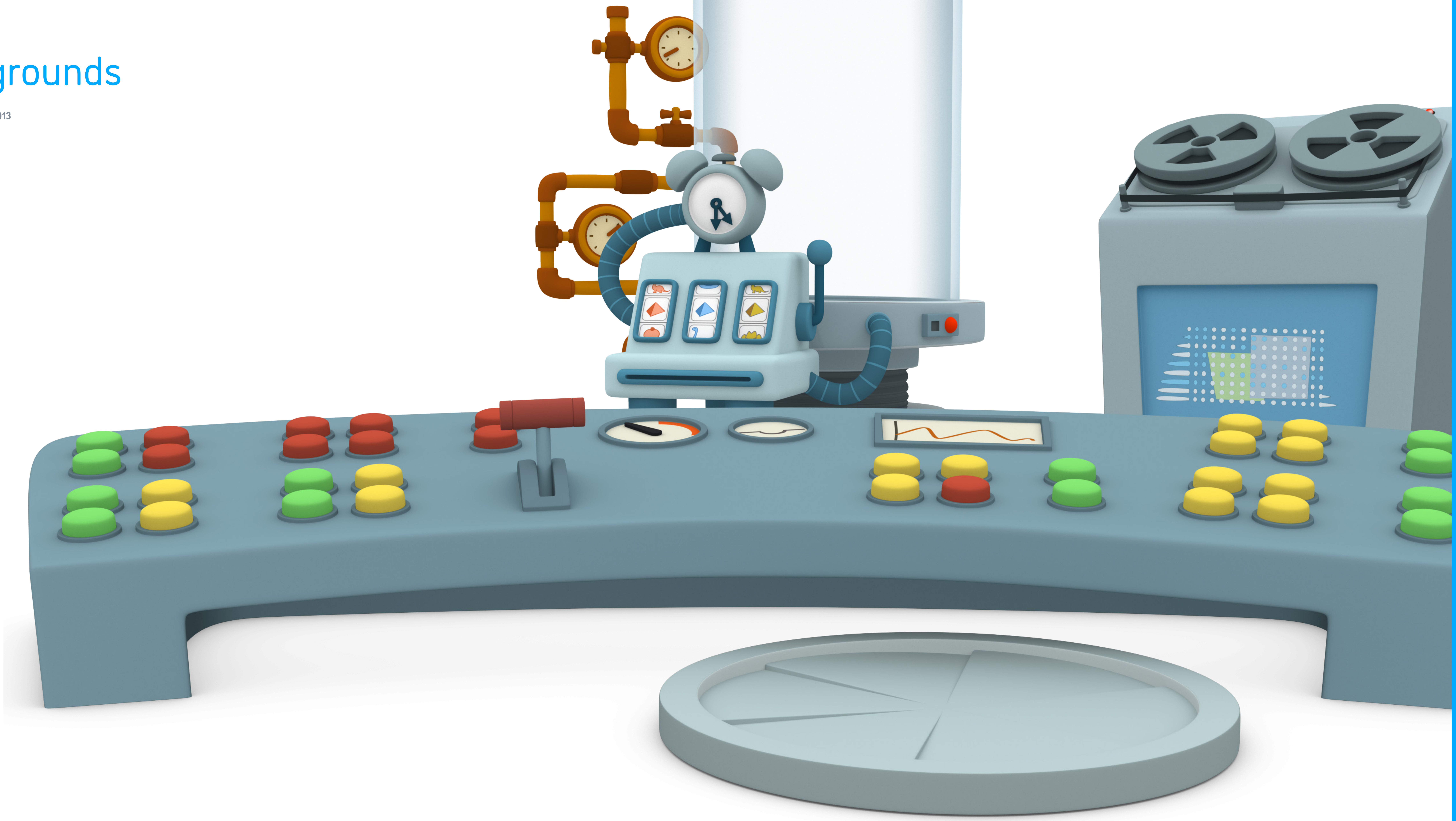
BACKGROUNDS_3D_0011

Backgrounds

BACKGROUNDS_3D_0012

Backgrounds

BACKGROUNDS_3D_0013

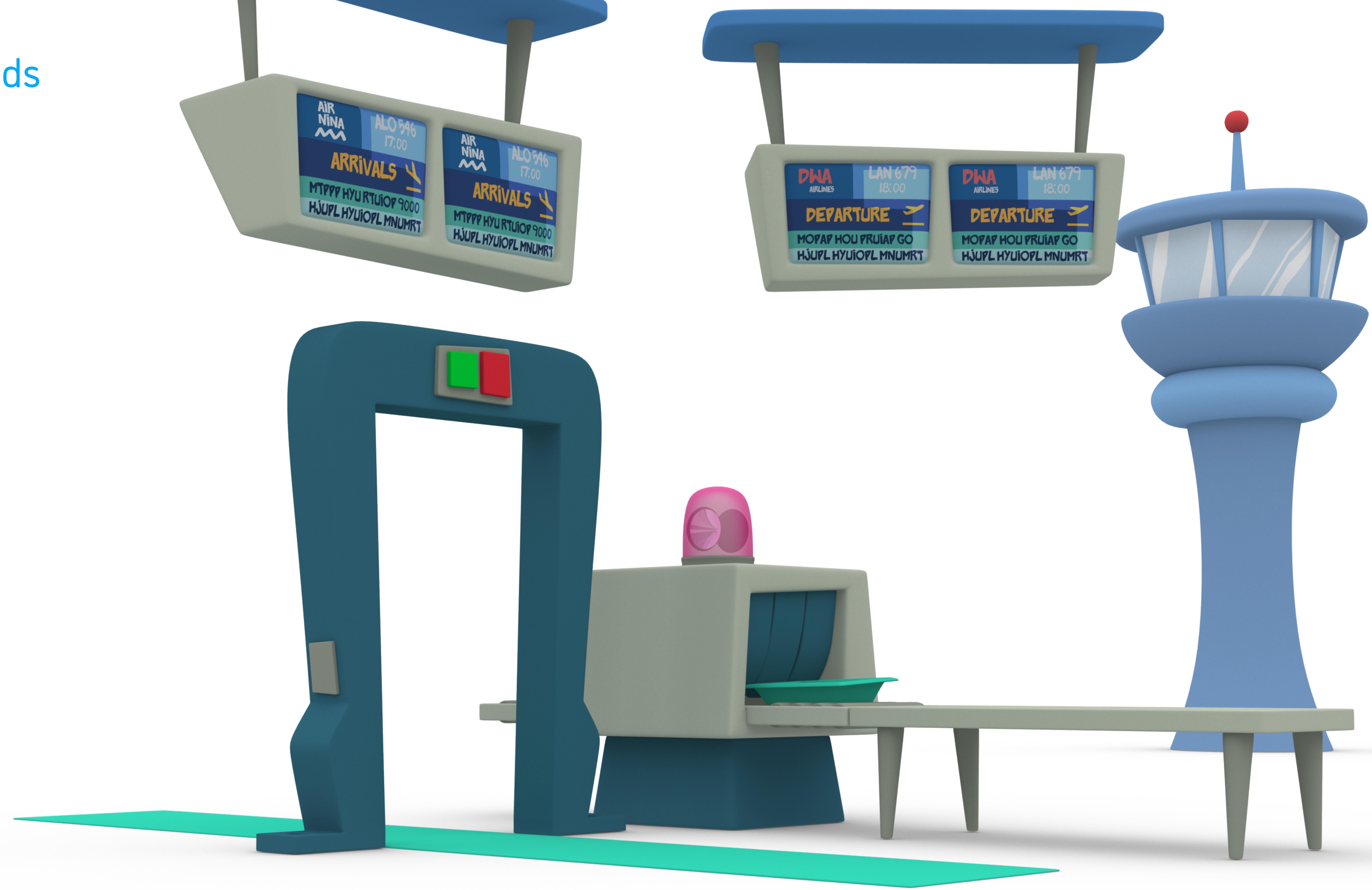


Backgrounds

BACKGROUNDS_3D_0014

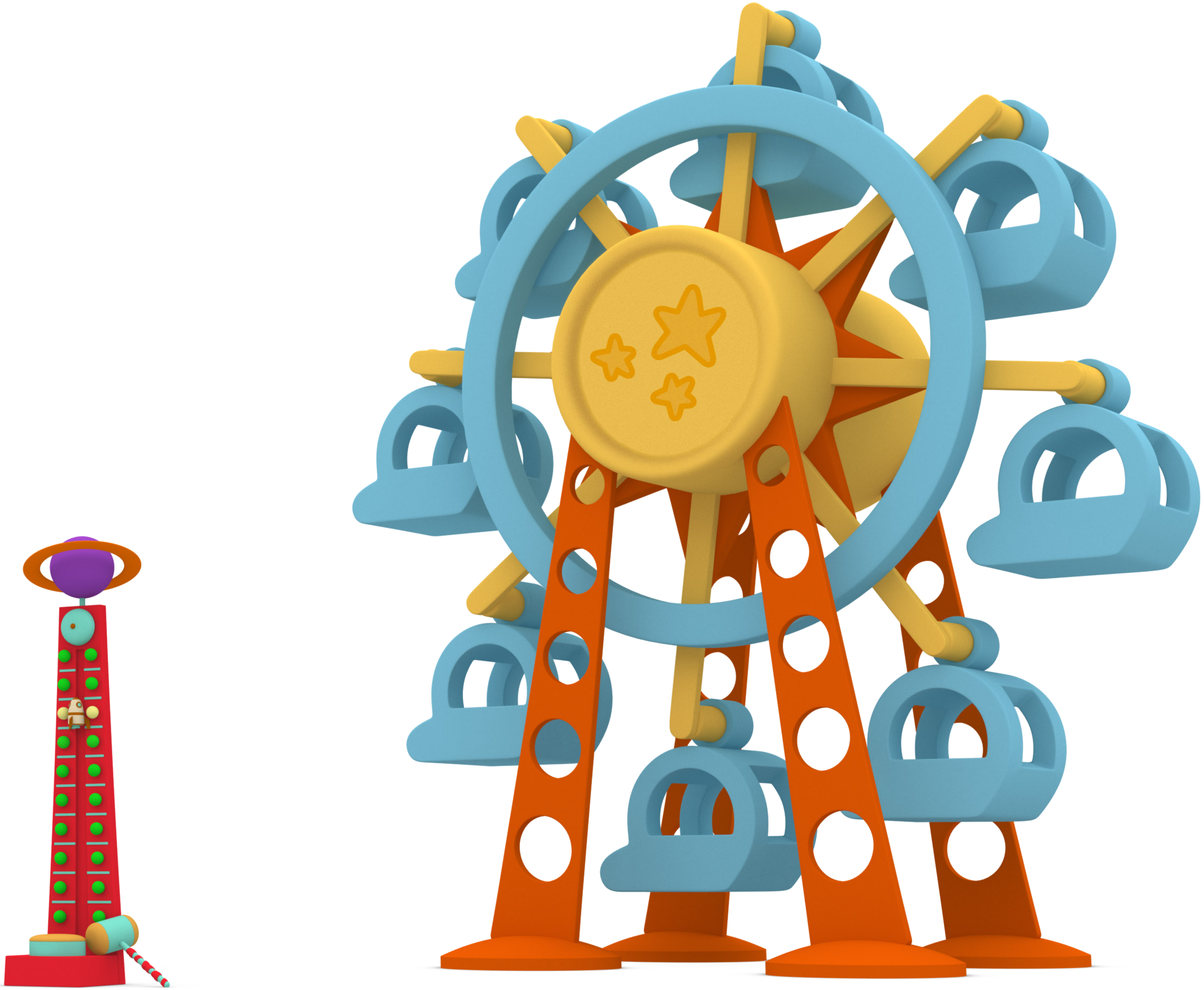
Backgrounds

BACKGROUNDS_3D_0015


AIR NINA
ALO 546
17:00
ARRIVALS
MTPPP HYU RTUIOP 9000
HJUPL HYUIOPL MNUMRT
AIR NINA
ALO 546
17:00
ARRIVALS
MTPPP HYU RTUIOP 9000
HJUPL HYUIOPL MNUMRT
DWA AIRLINES
LAN 679
18:00
DEPARTURE
MOPAP HOU PRUIAP GO
HJUPL HYUIOPL MNUMRT
DWA AIRLINES
LAN 679
18:00
DEPARTURE
MOPAP HOU PRUIAP GO
HJUPL HYUIOPL MNUMRT

Backgrounds

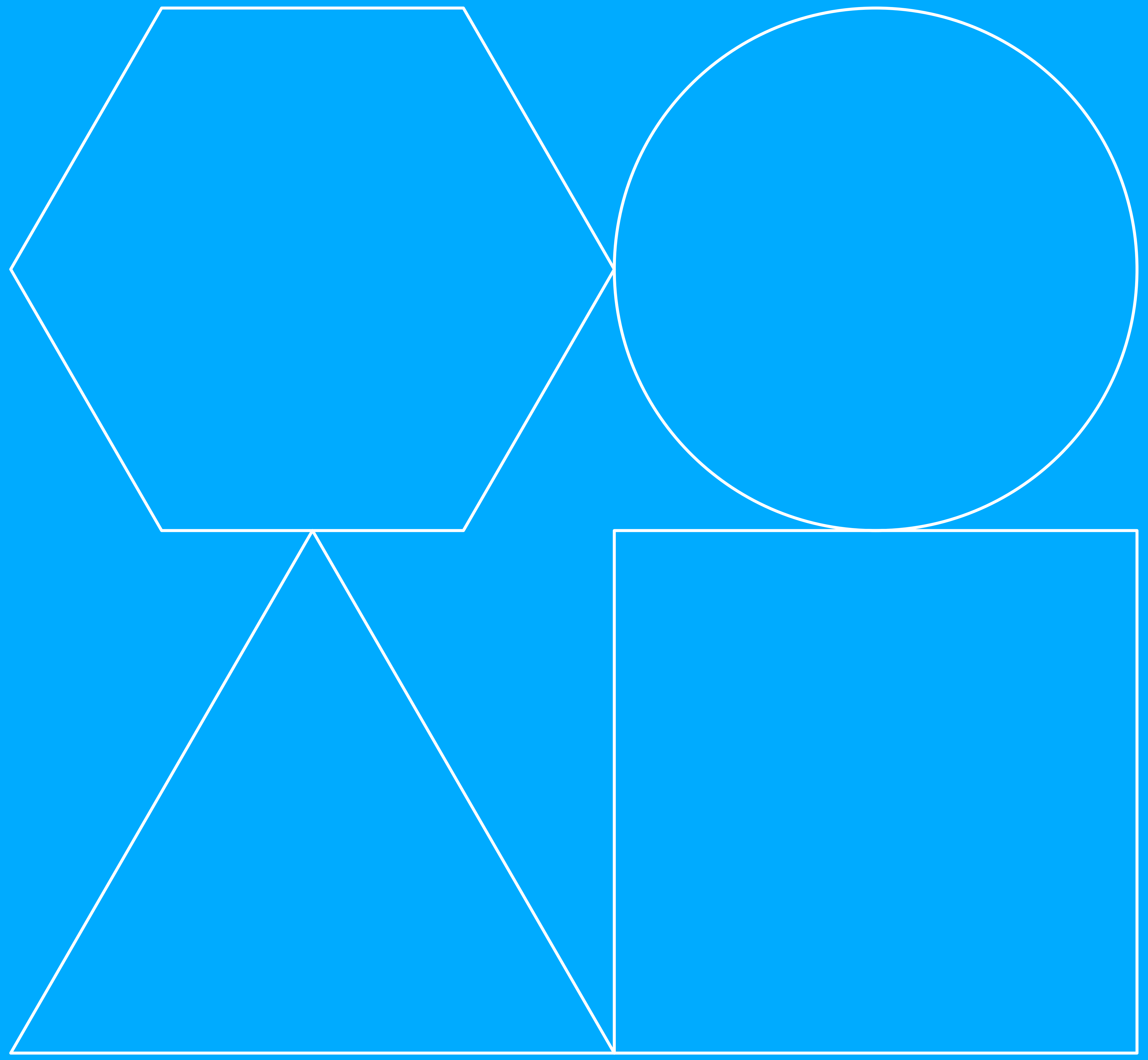
BACKGROUNDS_3D_0016



Backgrounds

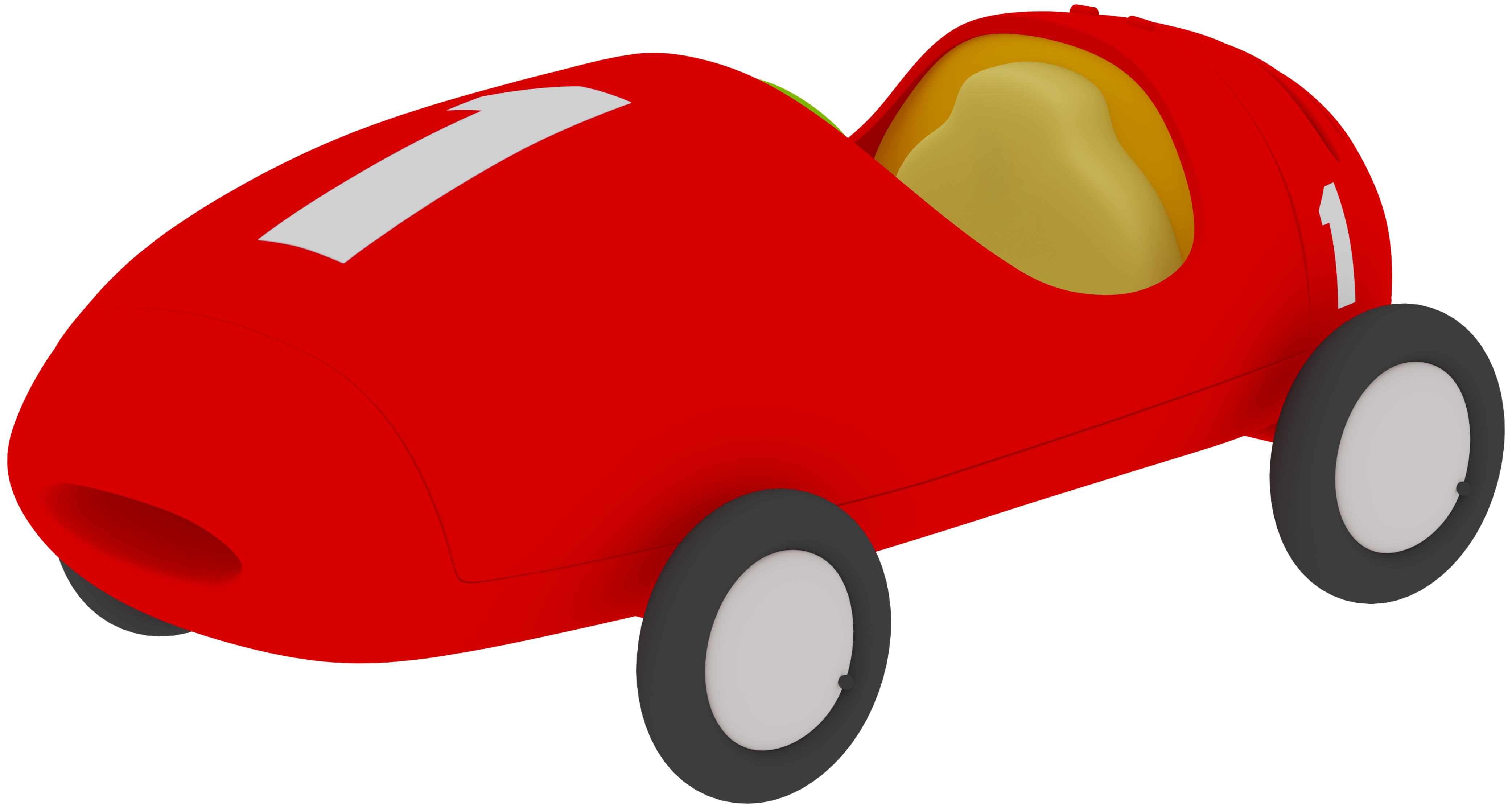
BACKGROUNDS_3D_0017

Props

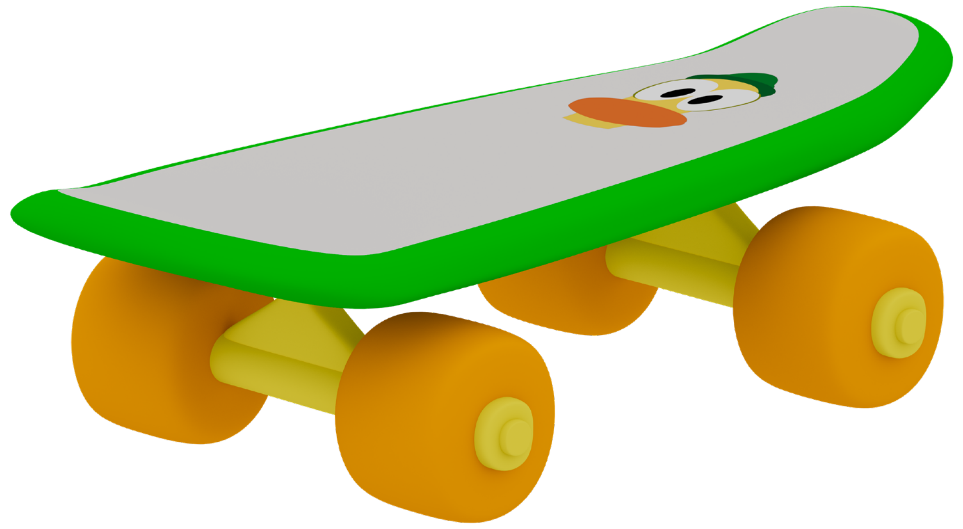


Big or small, simple or surprising, props in Pocoyo’s world are more than just objects—they spark creativity, fuel adventures, and turn every moment into a chance for fun and discovery.

Props



PROPS_3D_0073



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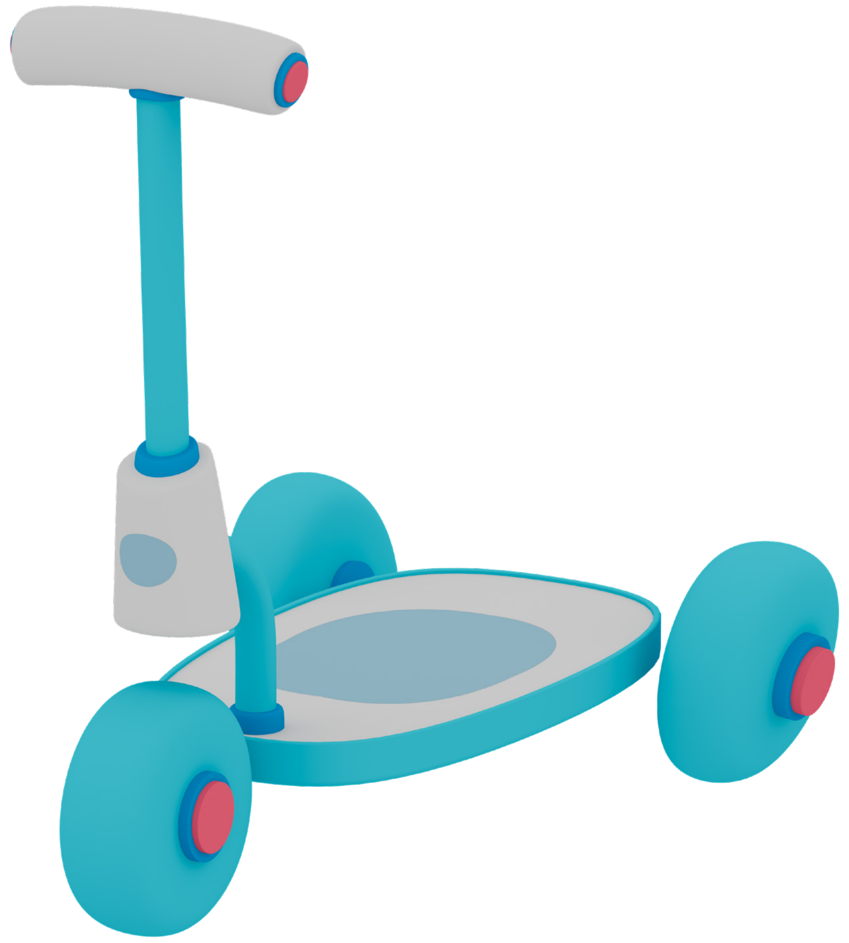

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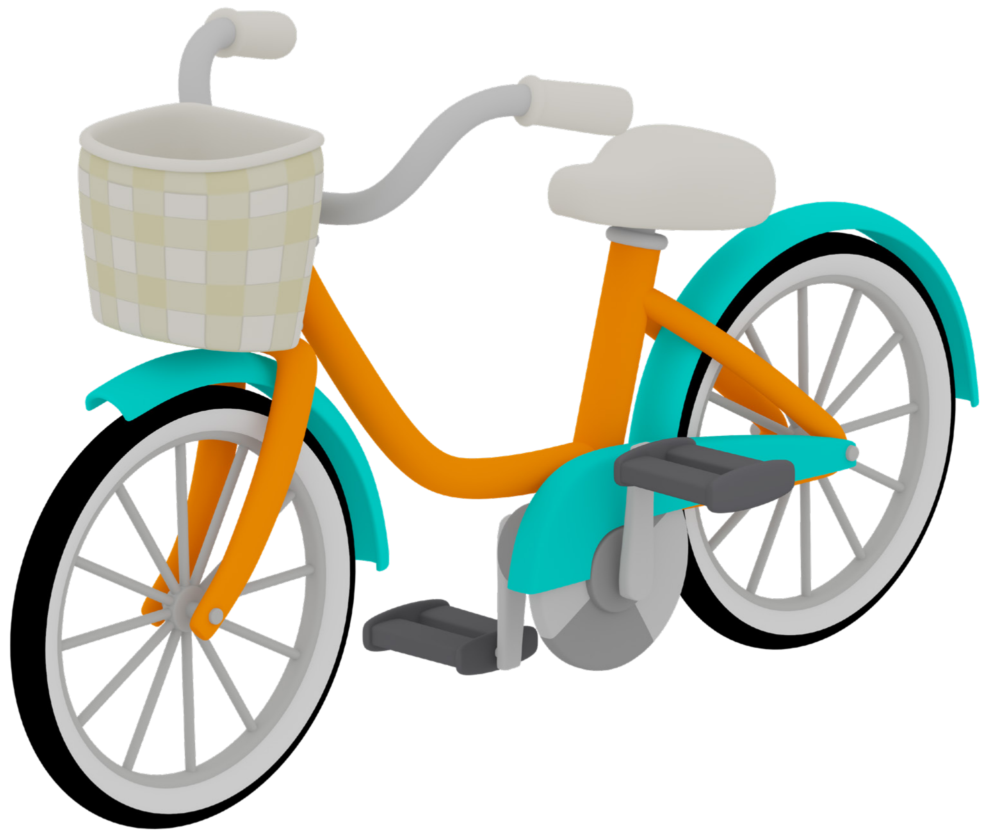

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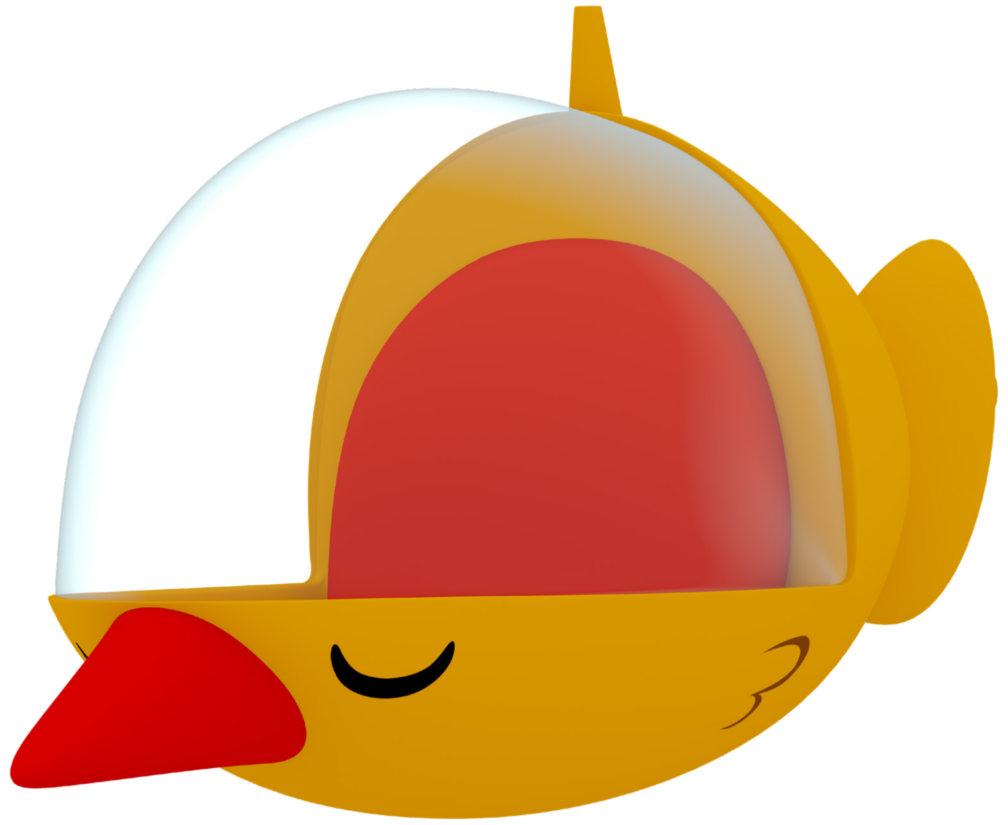
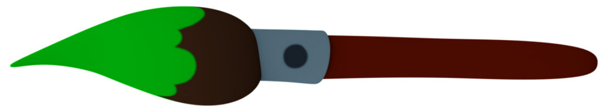


PROPS_3D_0078

Props

PROPS_3D_0001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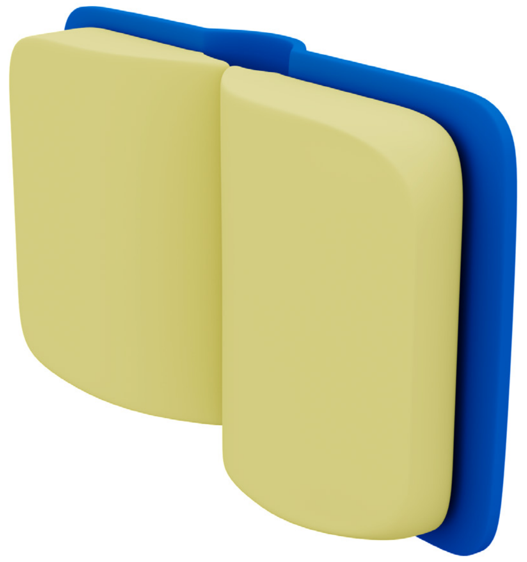
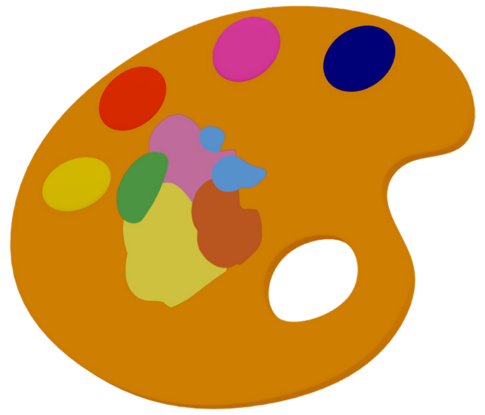
PROPS_3D_0003


PROPS_3D_0004

PROPS_3D_0005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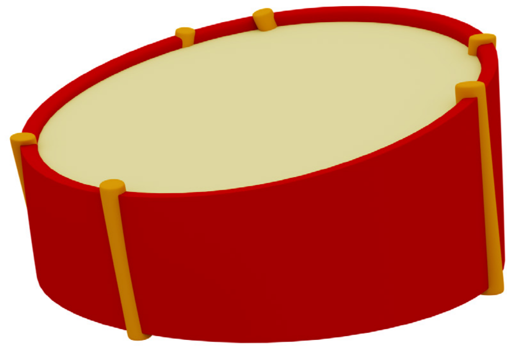
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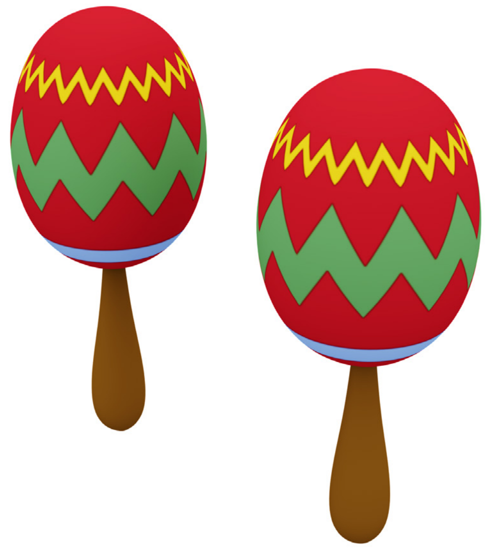
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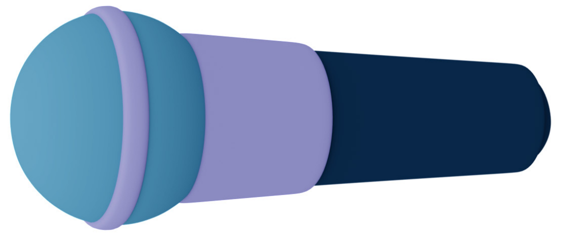
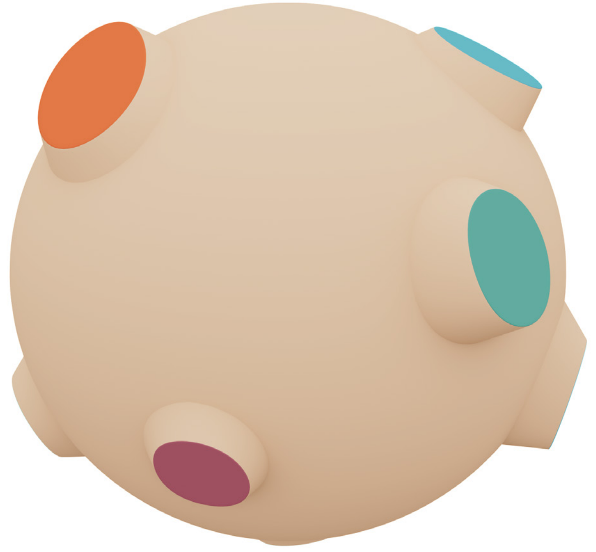

PROPS_3D_0009

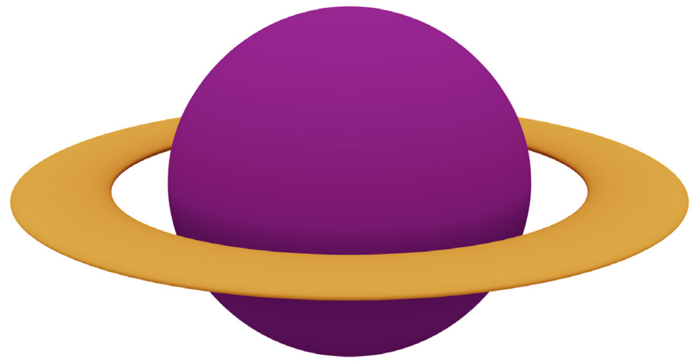
PROPS_3D_0010

PROPS_3D_0011

PROPS_3D_0012


PROPS_3D_0013

PROPS_3D_0014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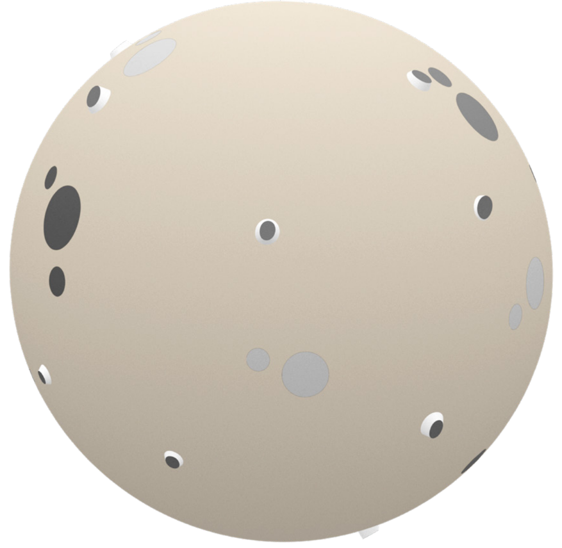
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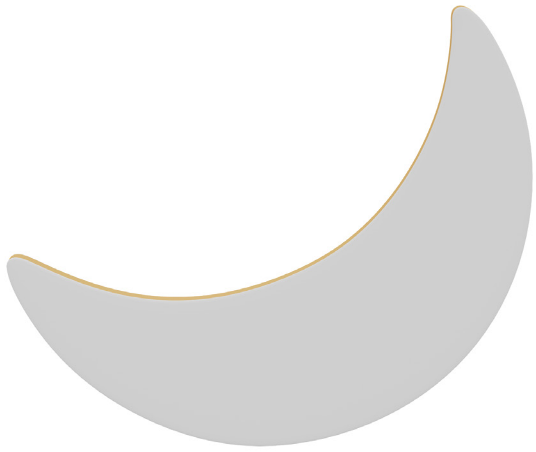
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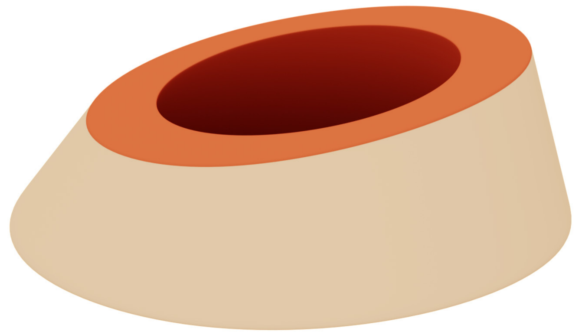
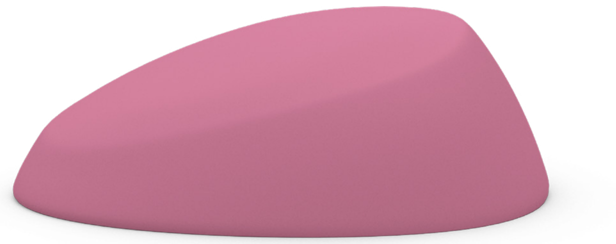

PROPS_3D_0018

Props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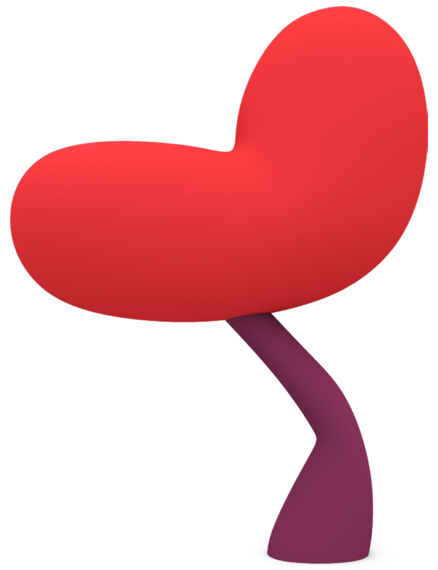
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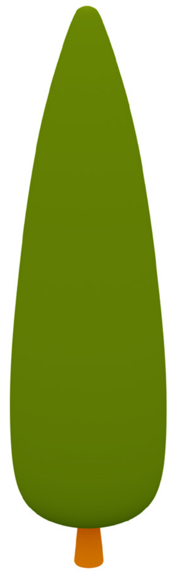
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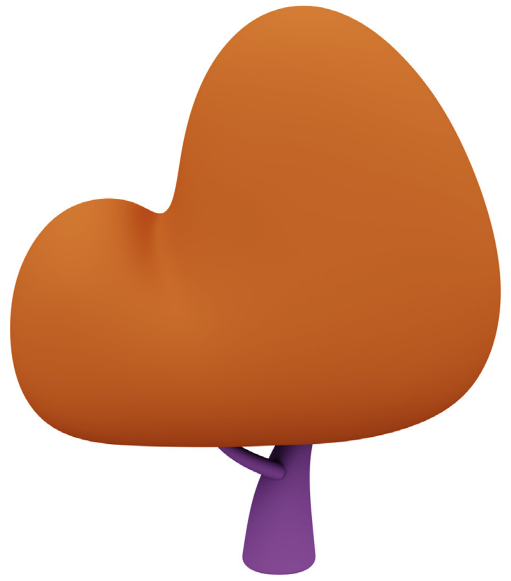
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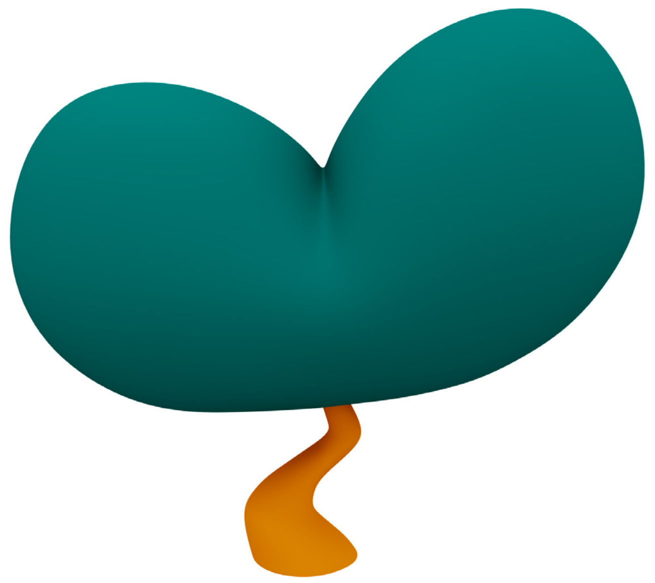
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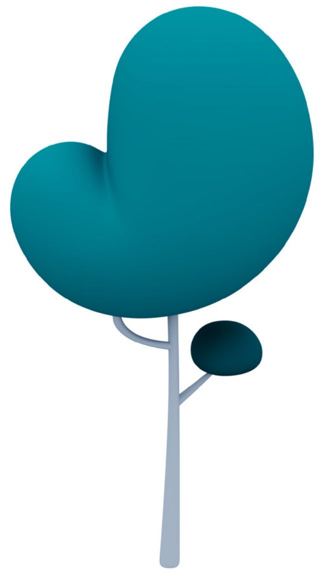
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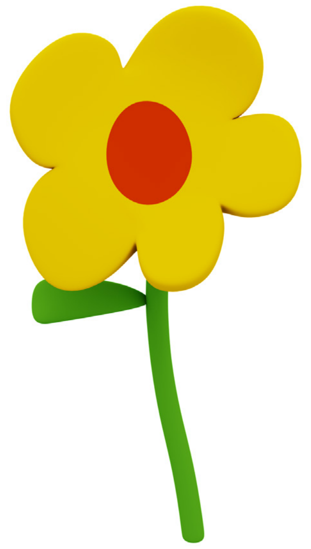
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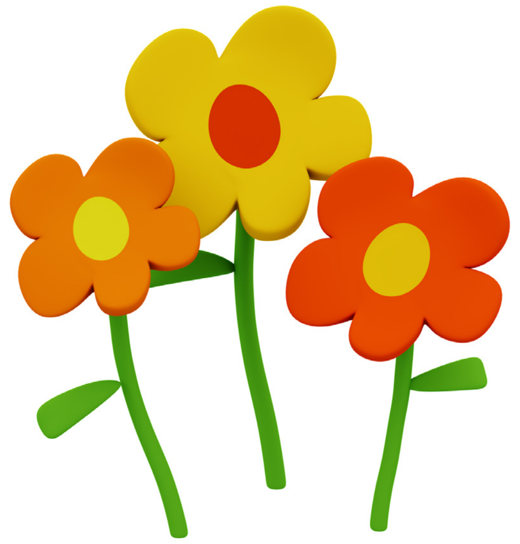
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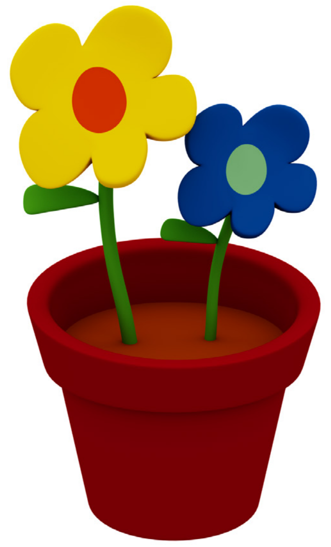
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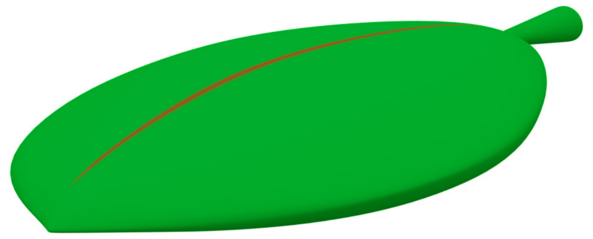
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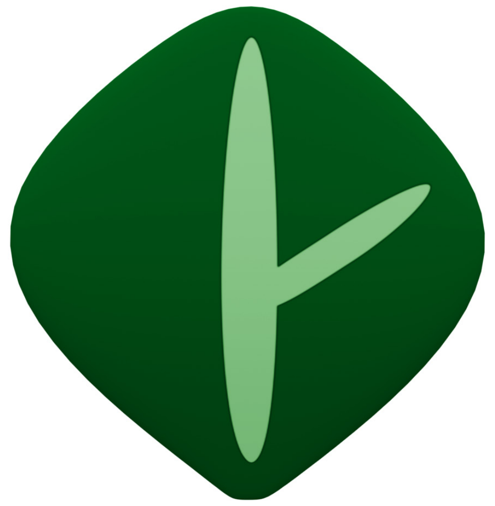
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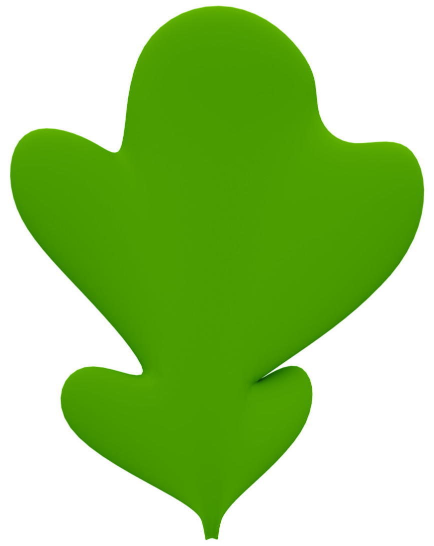
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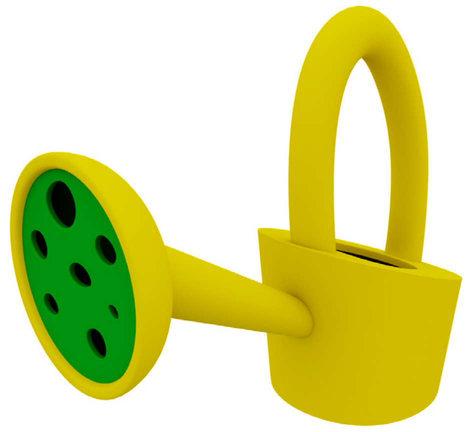
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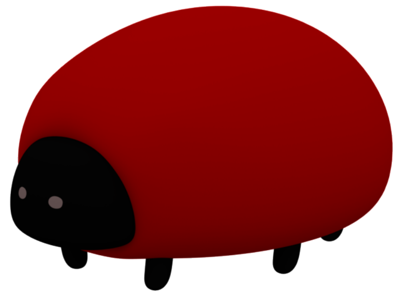
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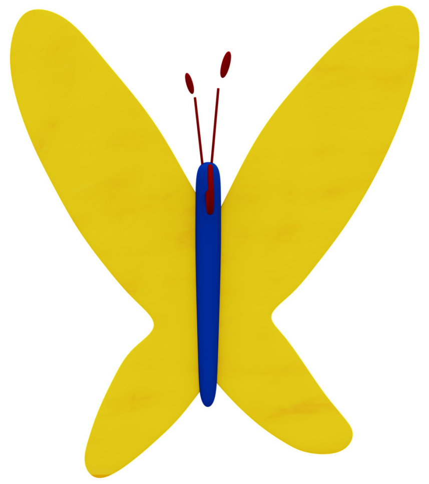
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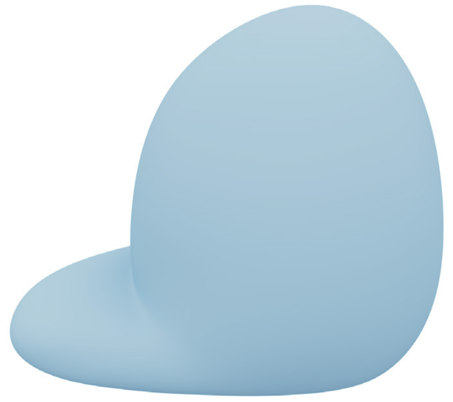
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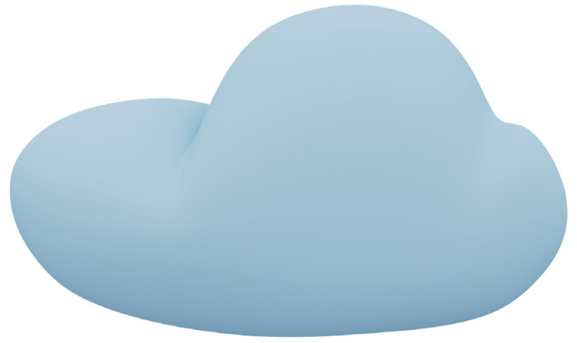
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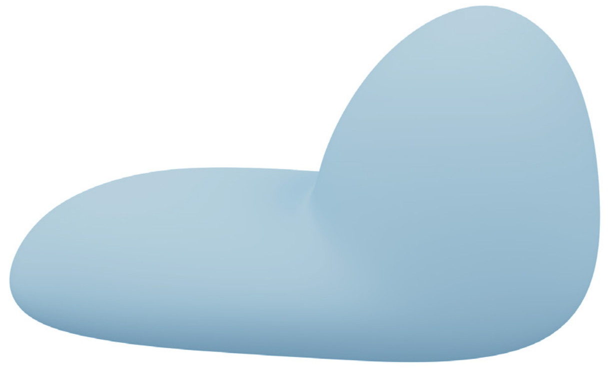
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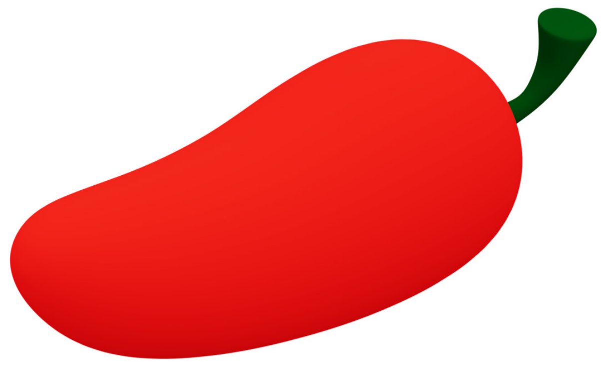
Props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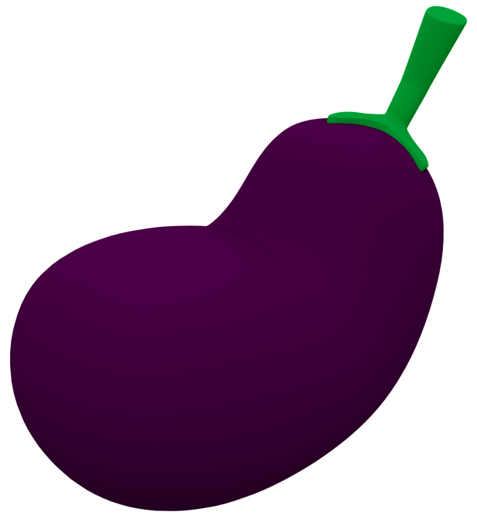
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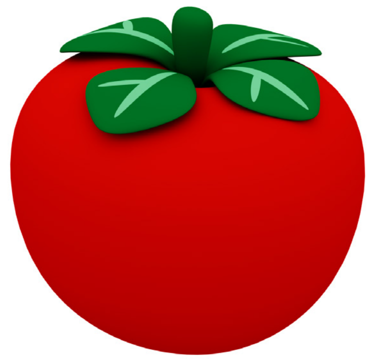
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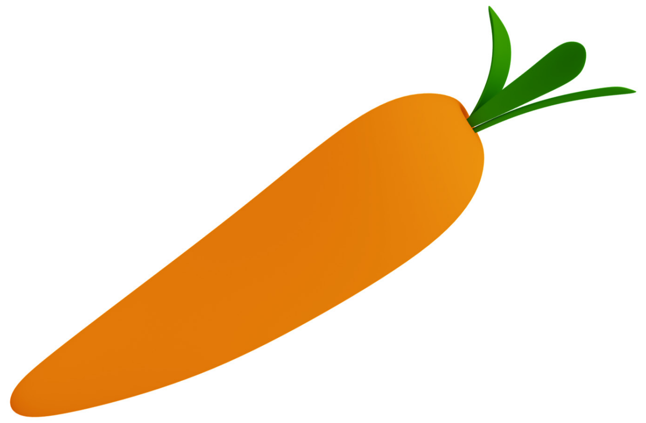
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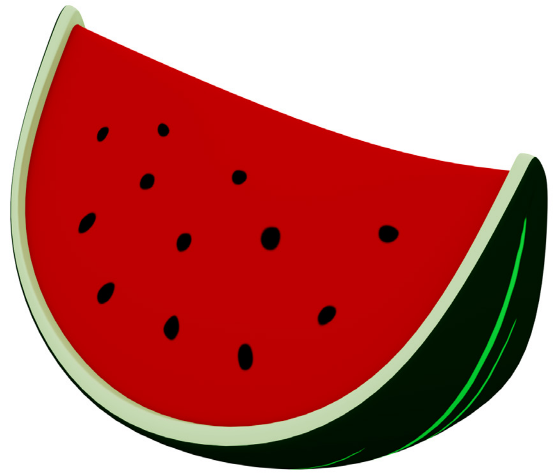
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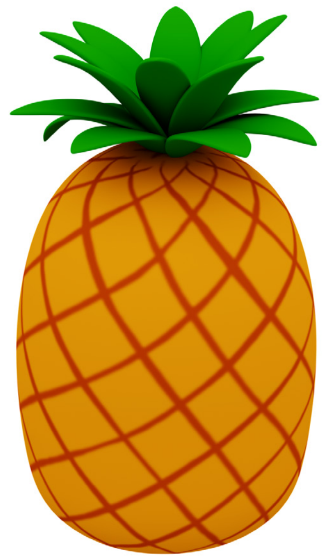
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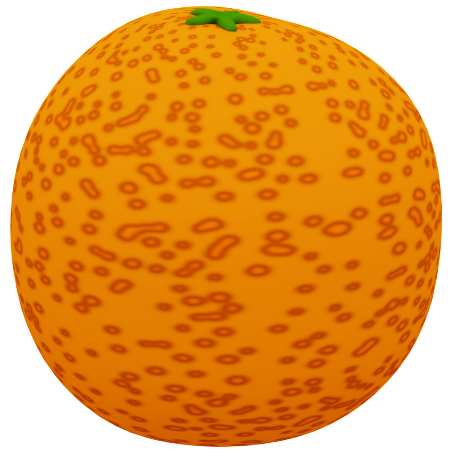
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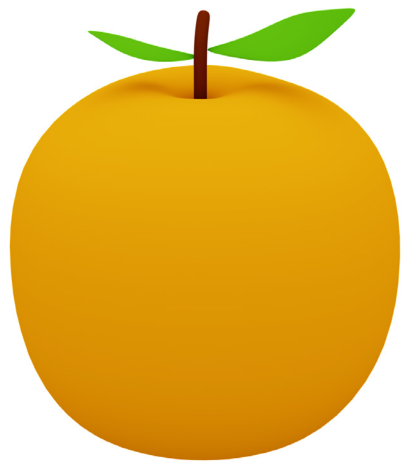
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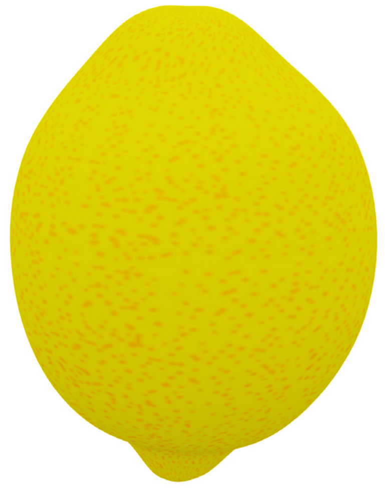
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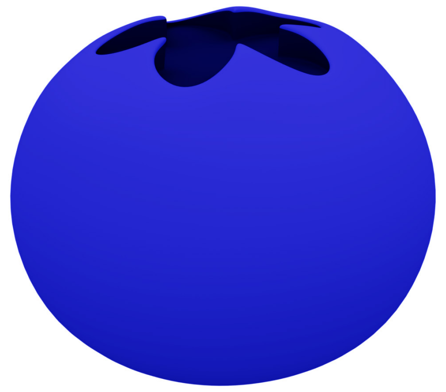
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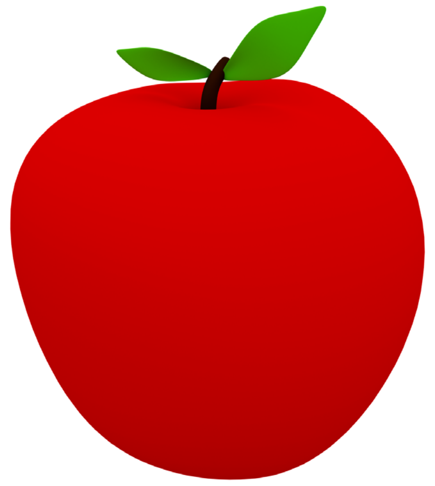
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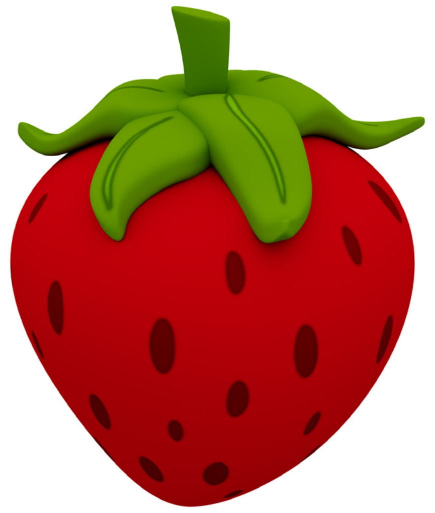
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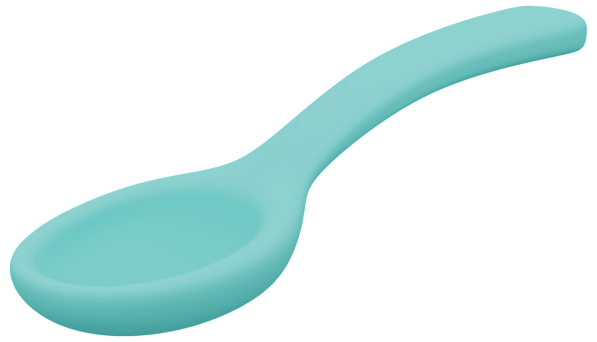
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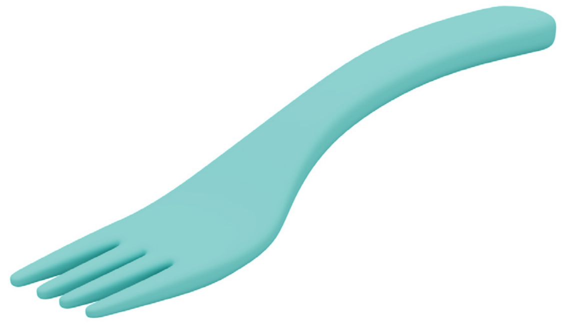
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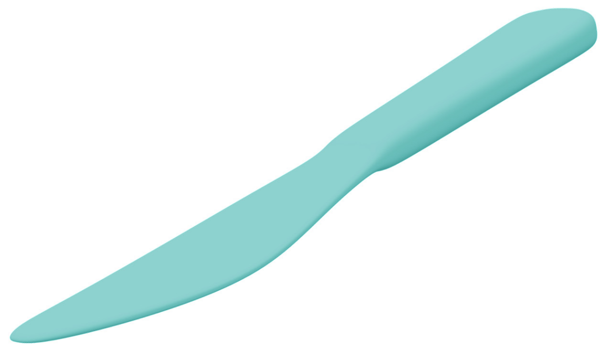
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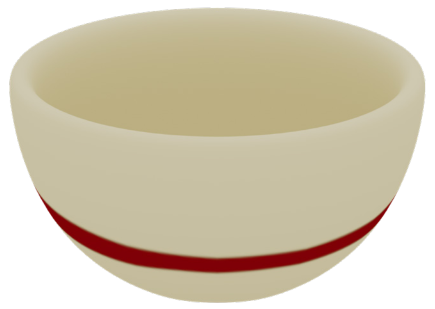
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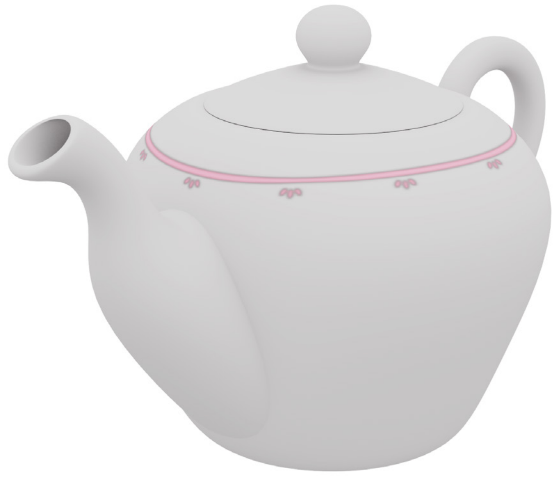
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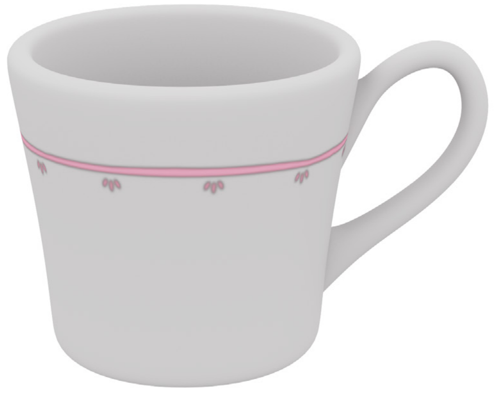
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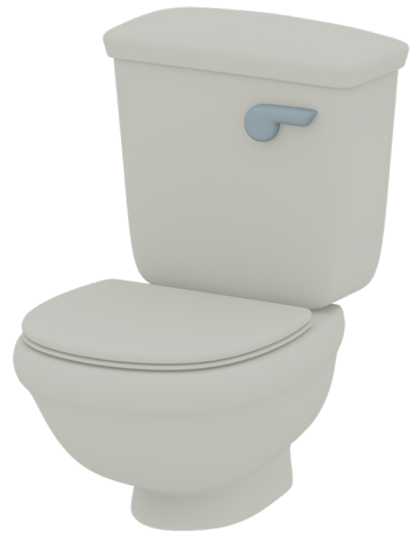

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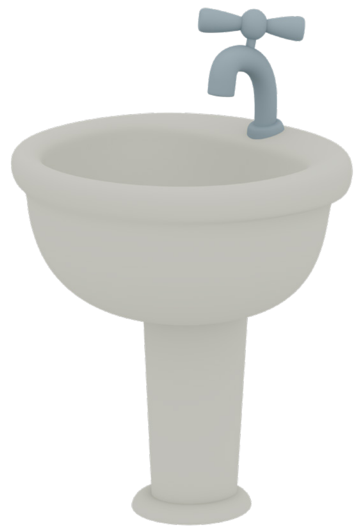

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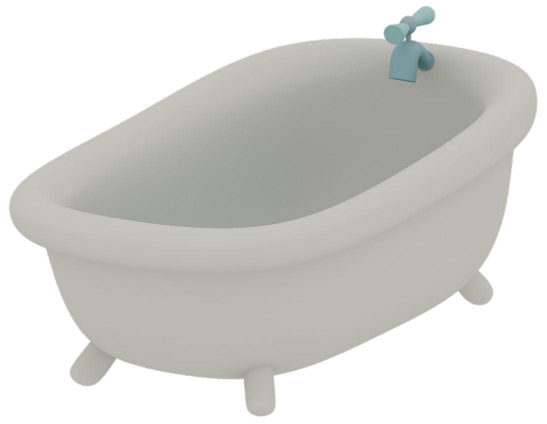

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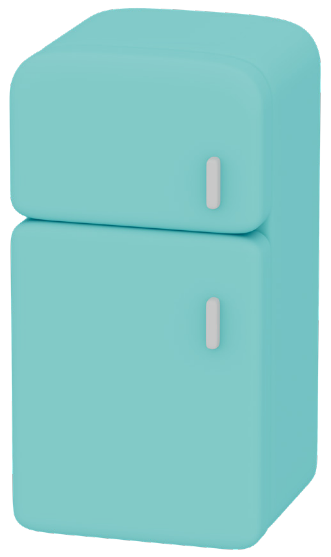

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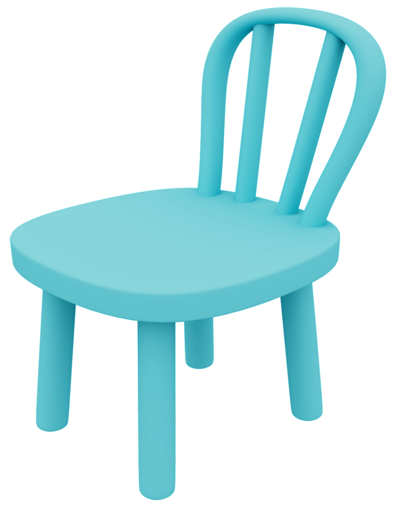

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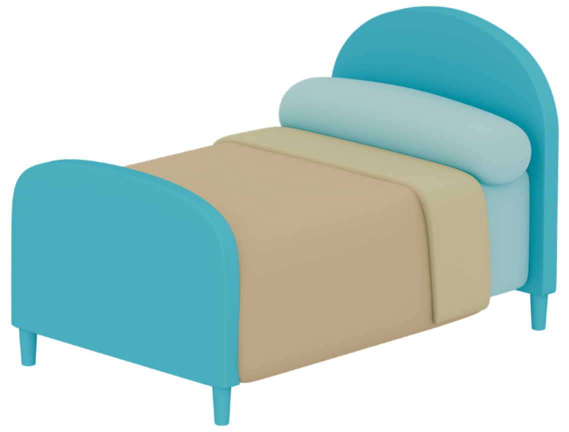

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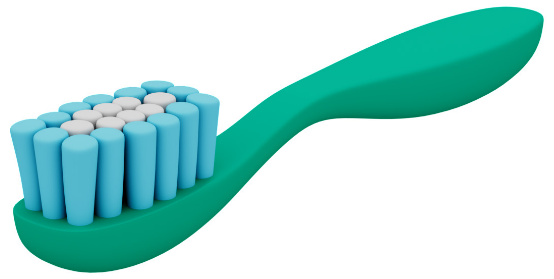

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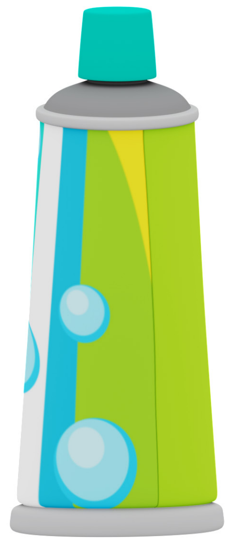

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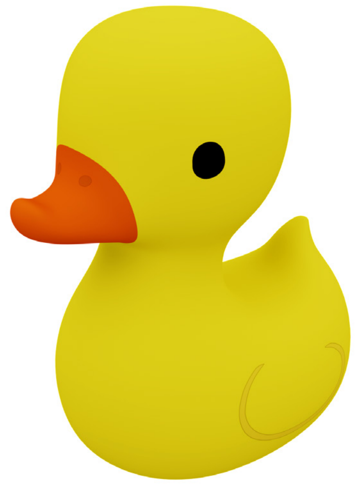

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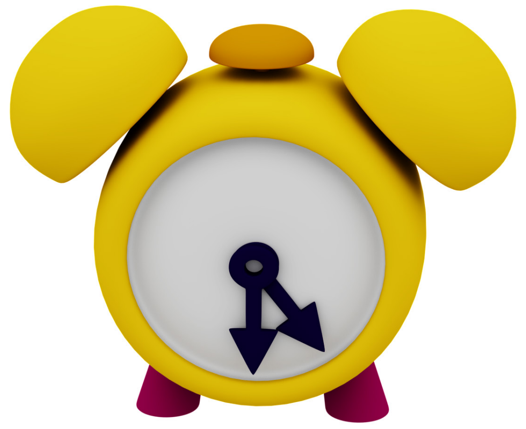

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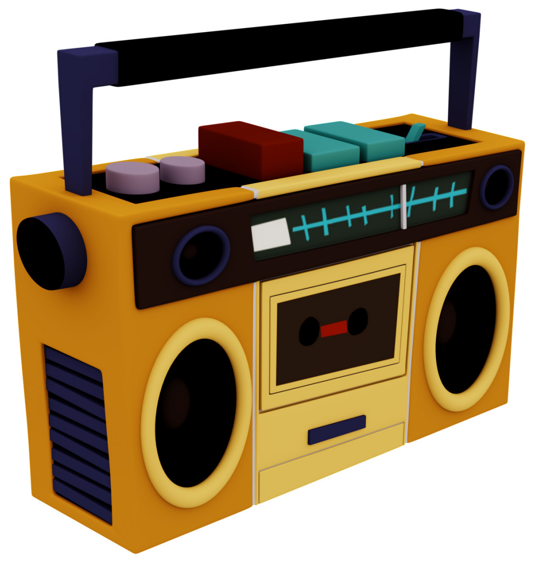

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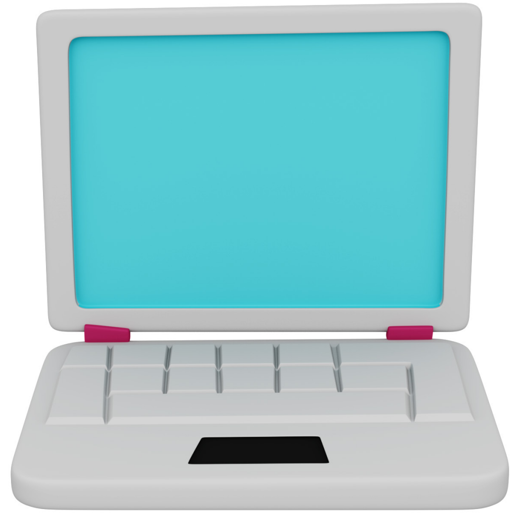

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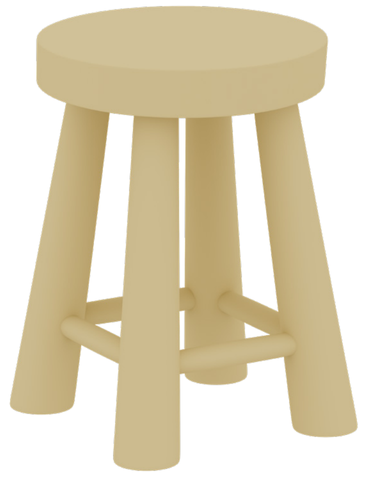

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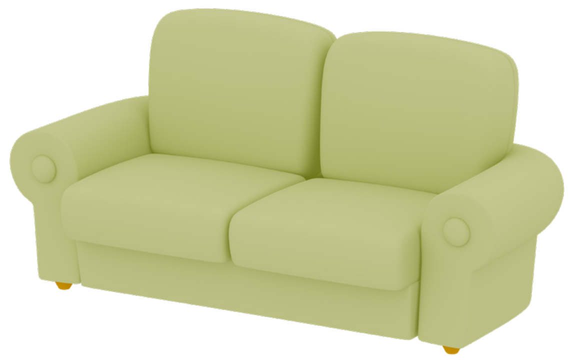

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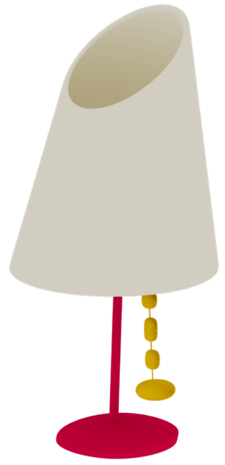

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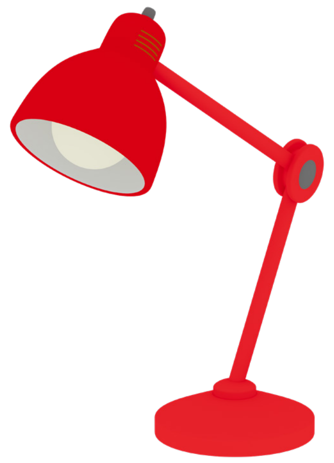

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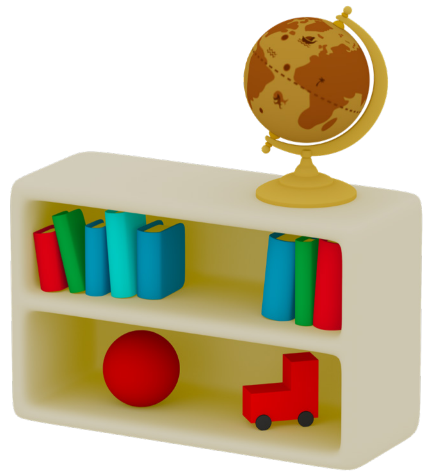

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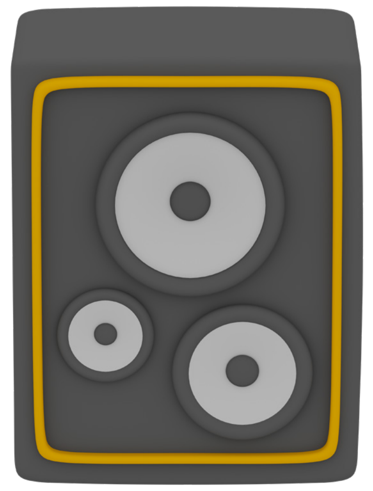

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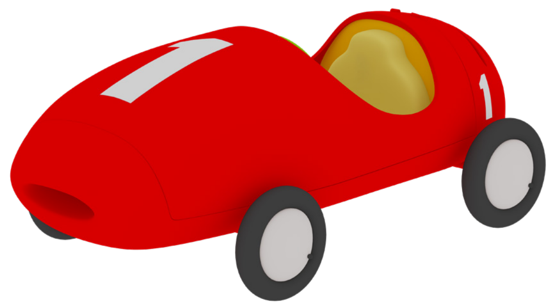
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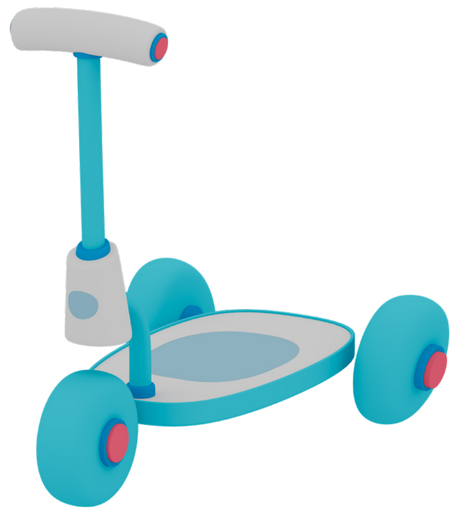
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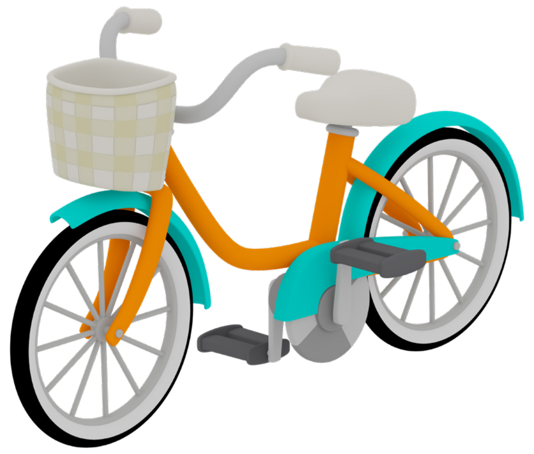
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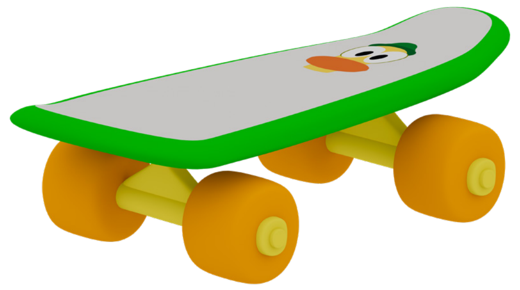
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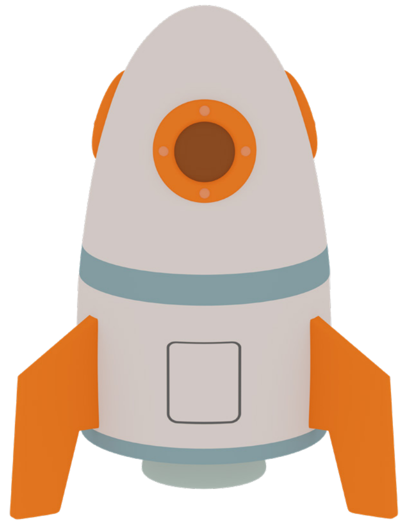
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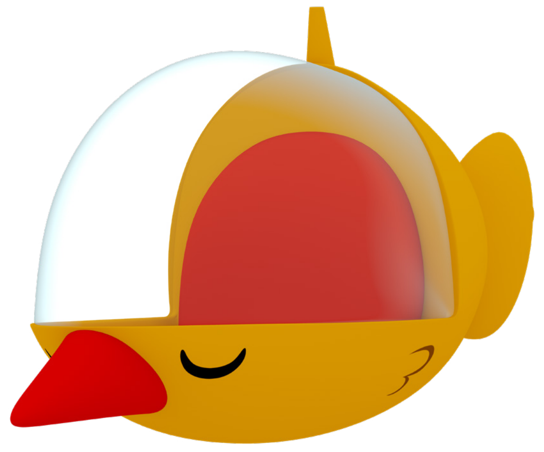
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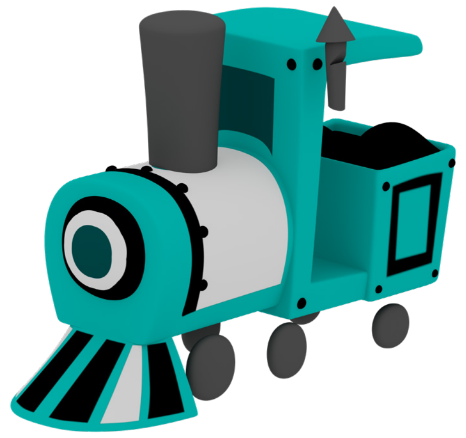
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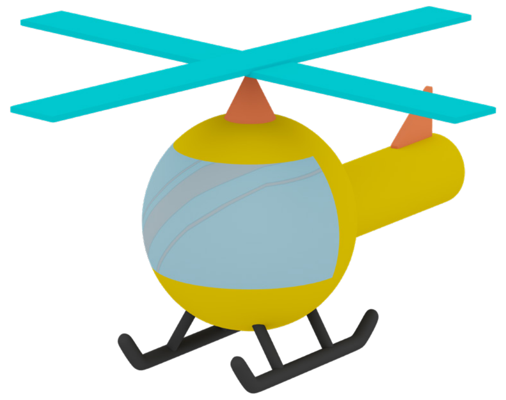
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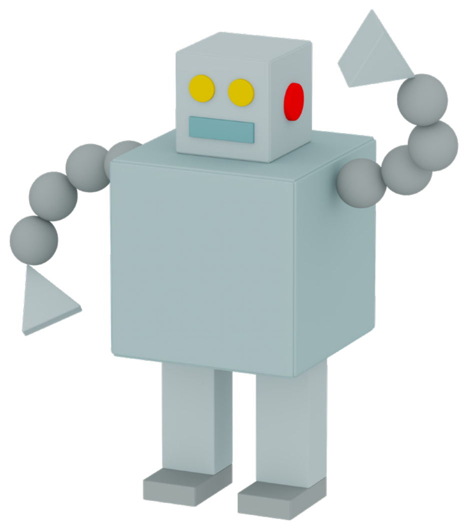
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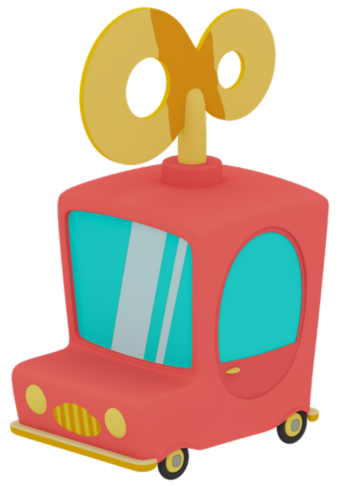
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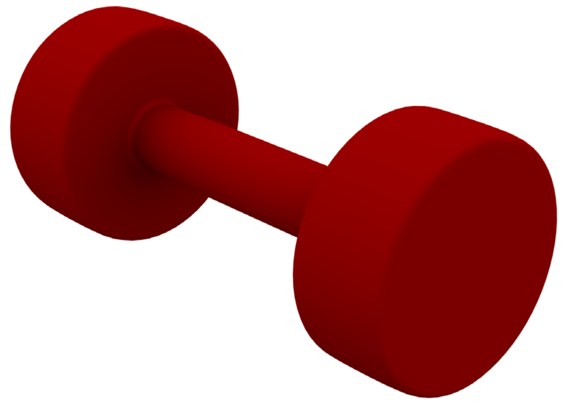
PROPS_3D_0089

PROPS_3D_0090

Props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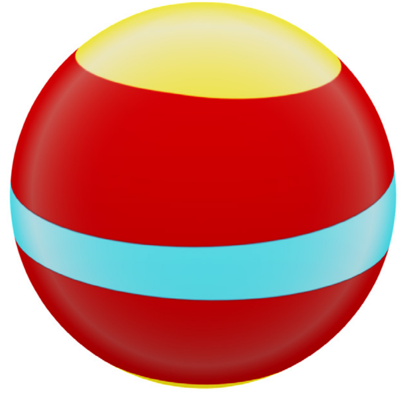
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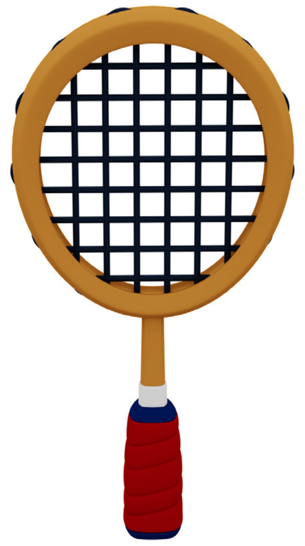
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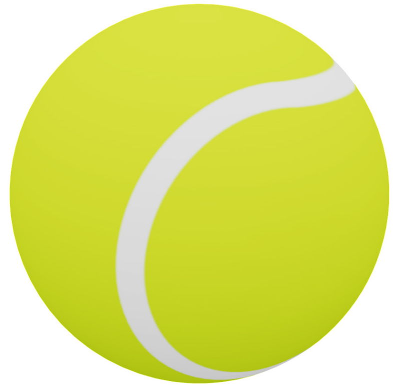
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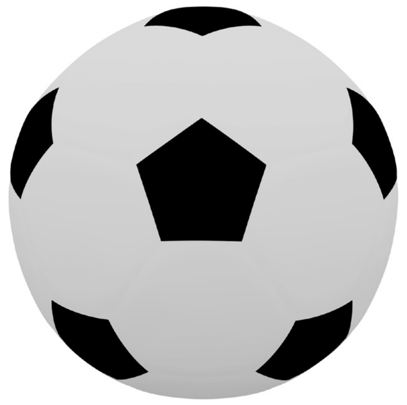
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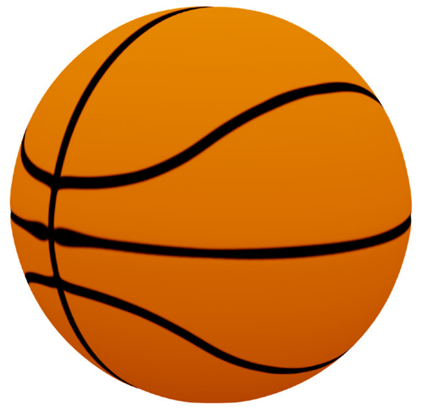
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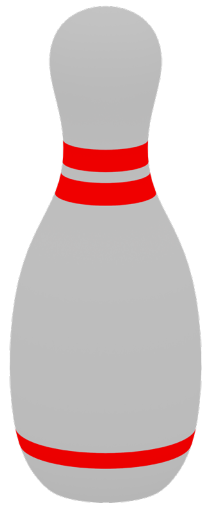
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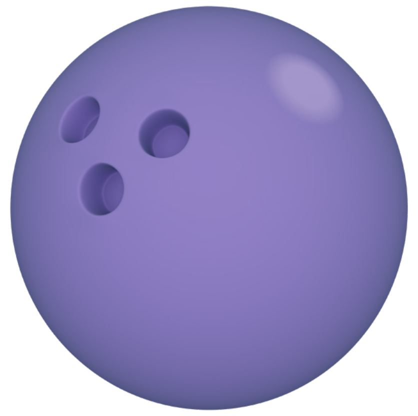
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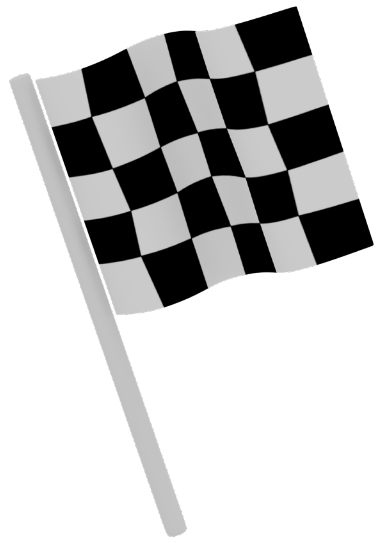
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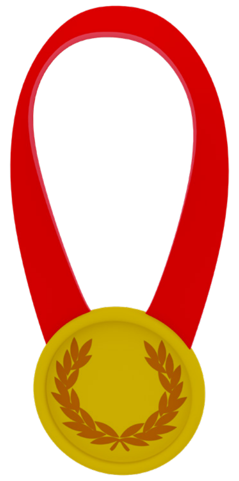
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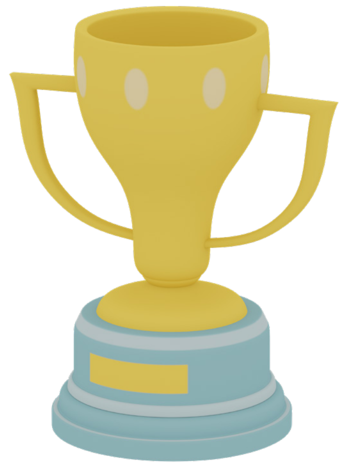
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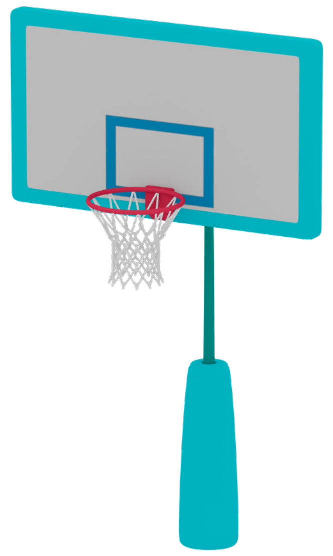
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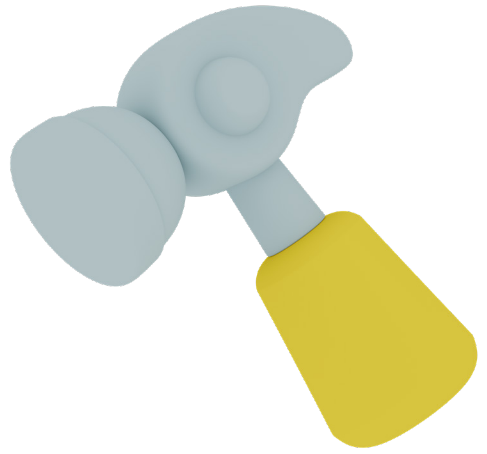
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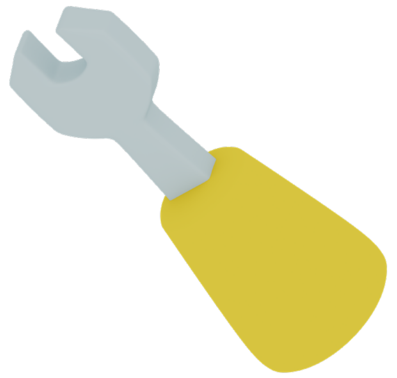
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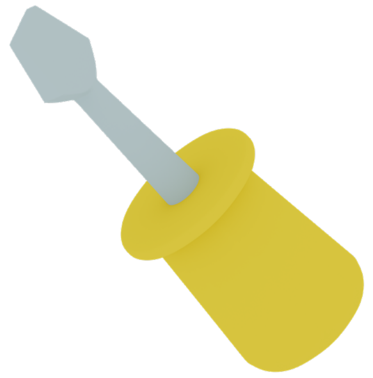
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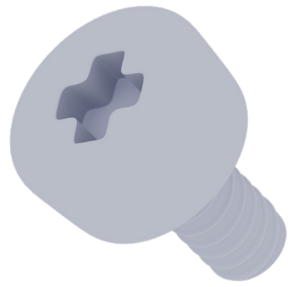
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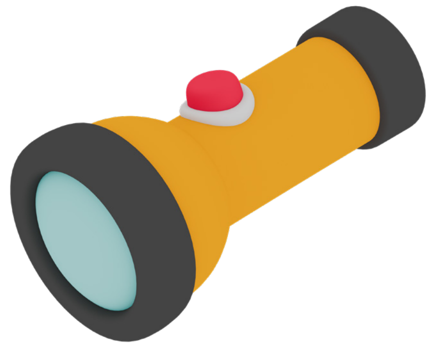
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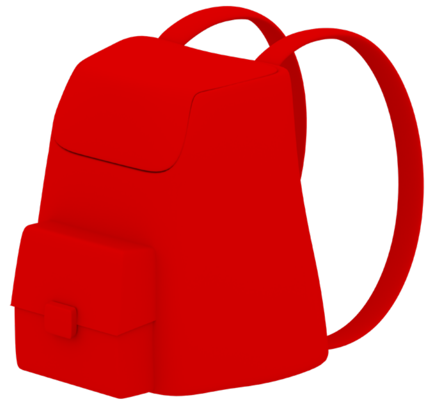
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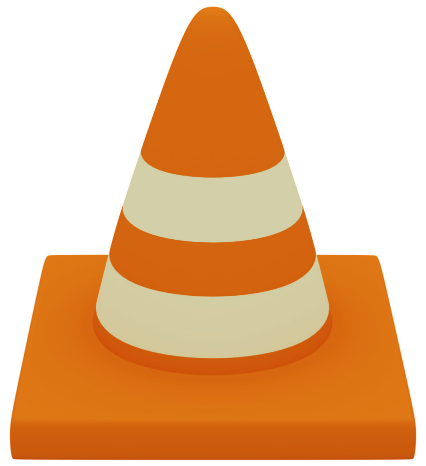

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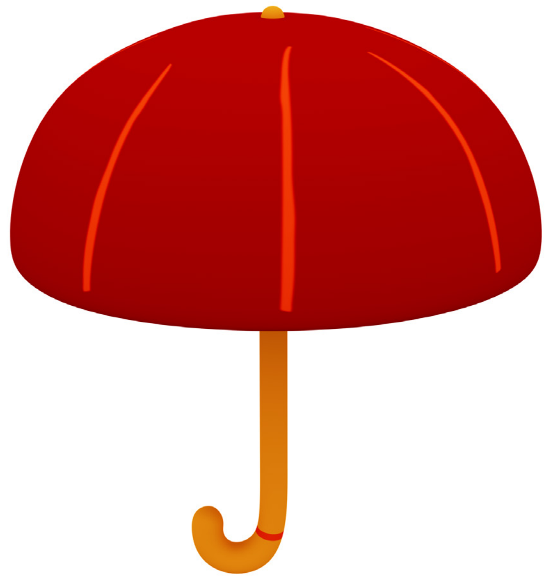

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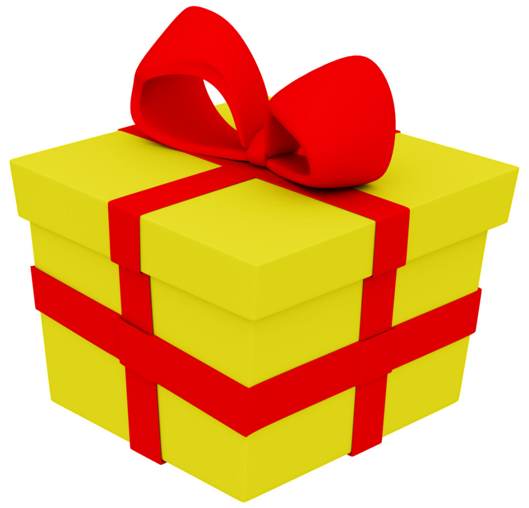

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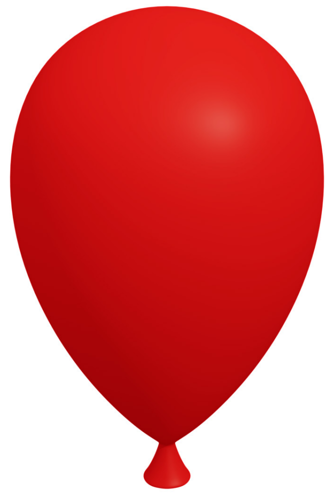

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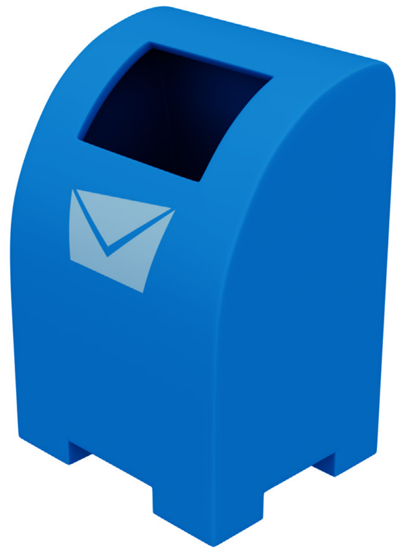

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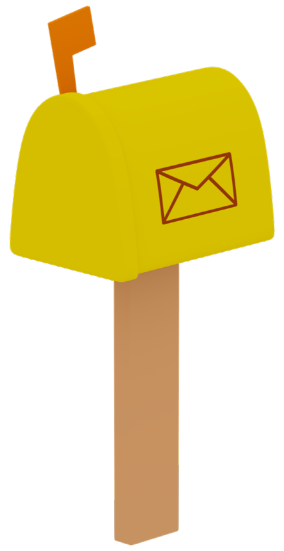

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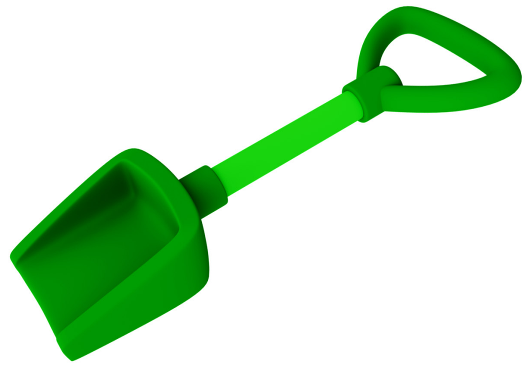

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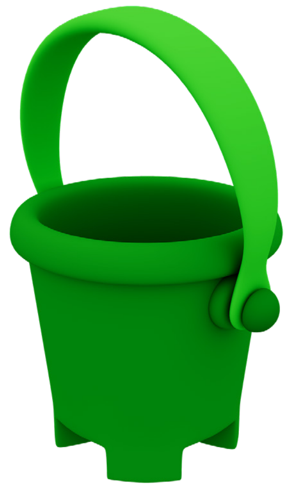

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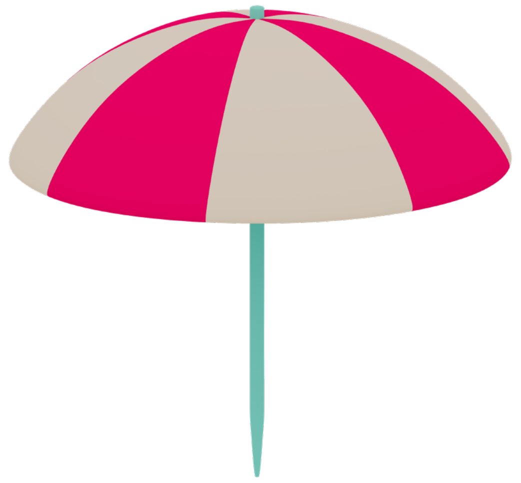

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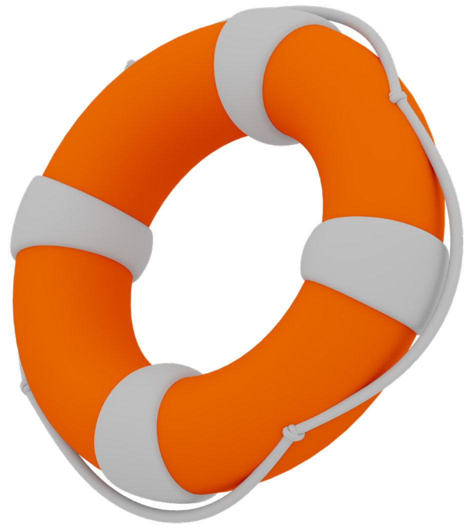

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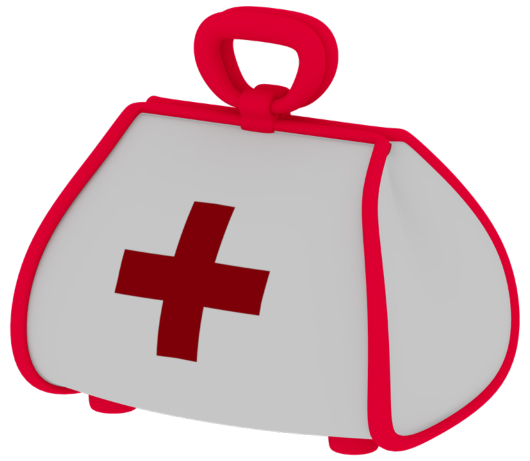

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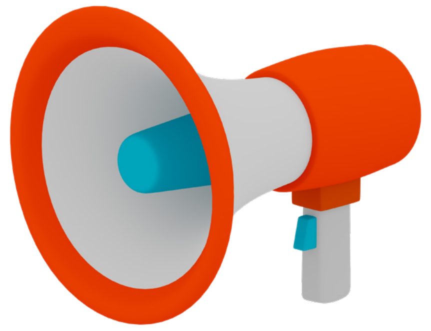

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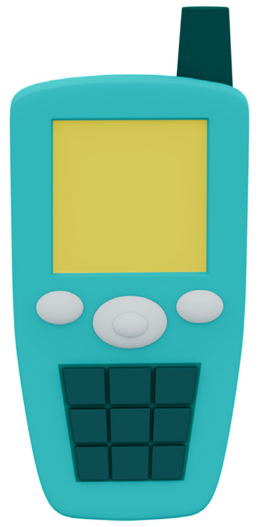

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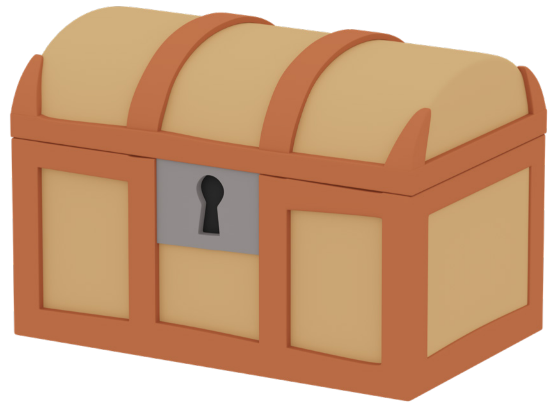

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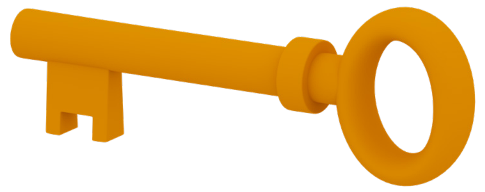

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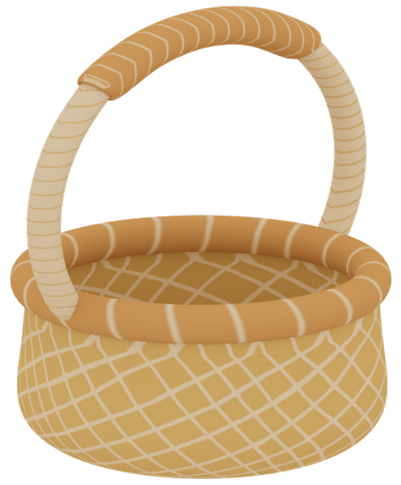

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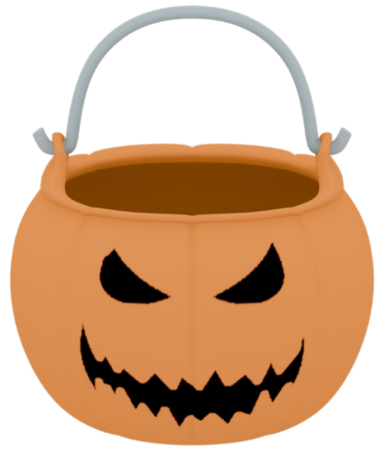

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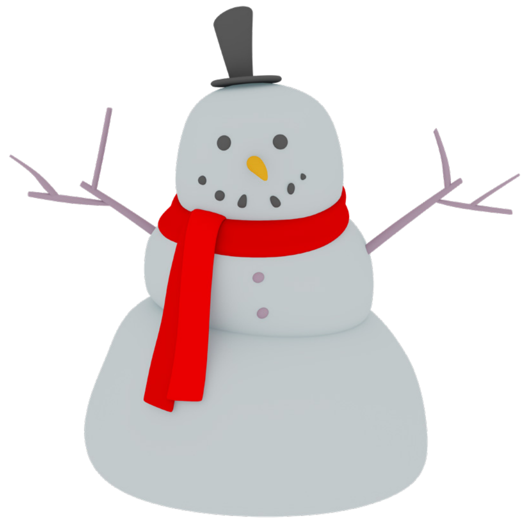
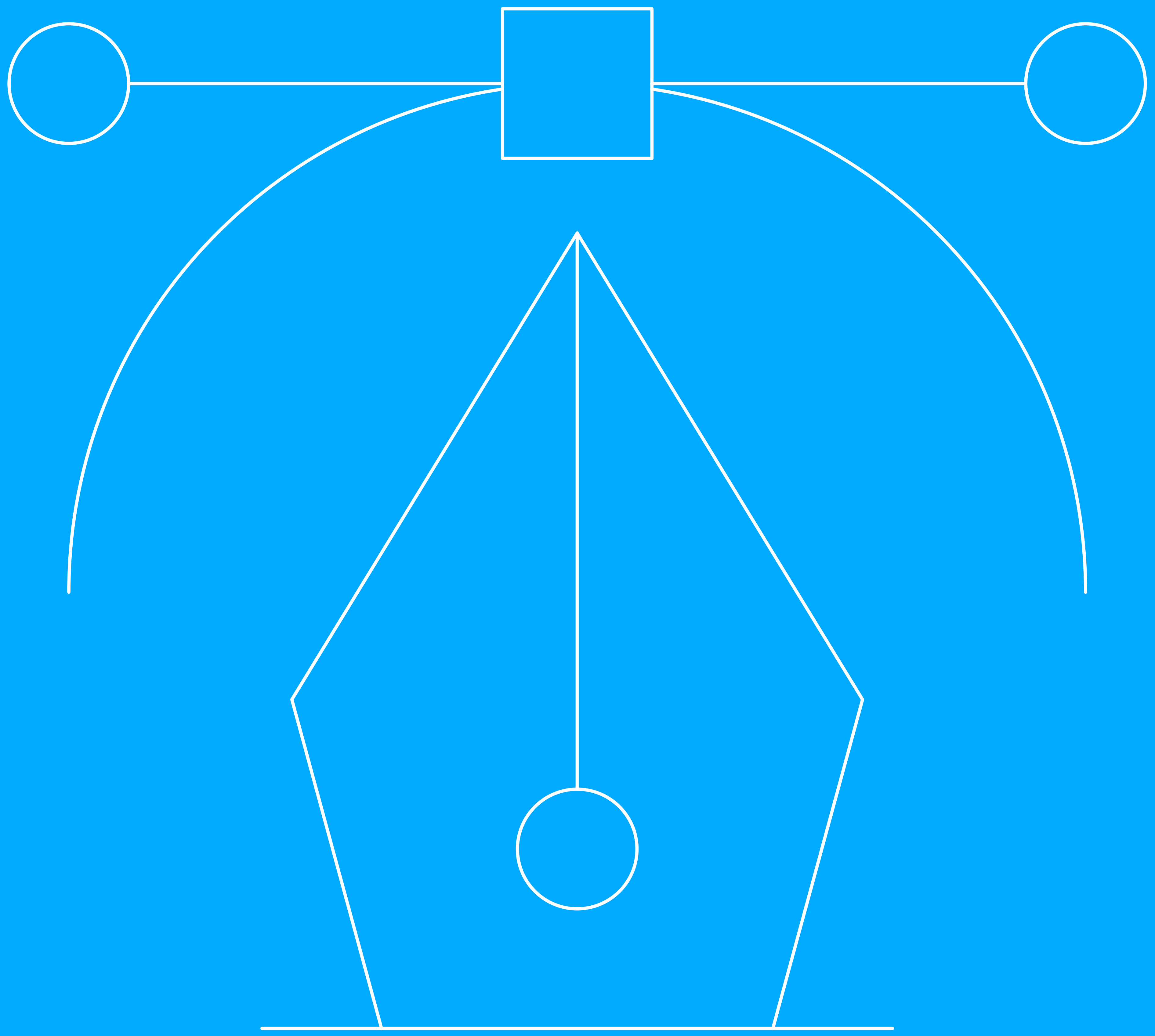


PROPS_3D_0126

2D Artwork



Our artwork, including characters, props, icons, etc. comes to life in every medium. These 2D designs capture the essence of each element in clear, dynamic forms. These illustrations ensure consistency and visual appeal, maintaining the brand's charm and character across all visual representations, from individual elements to complete compositions.

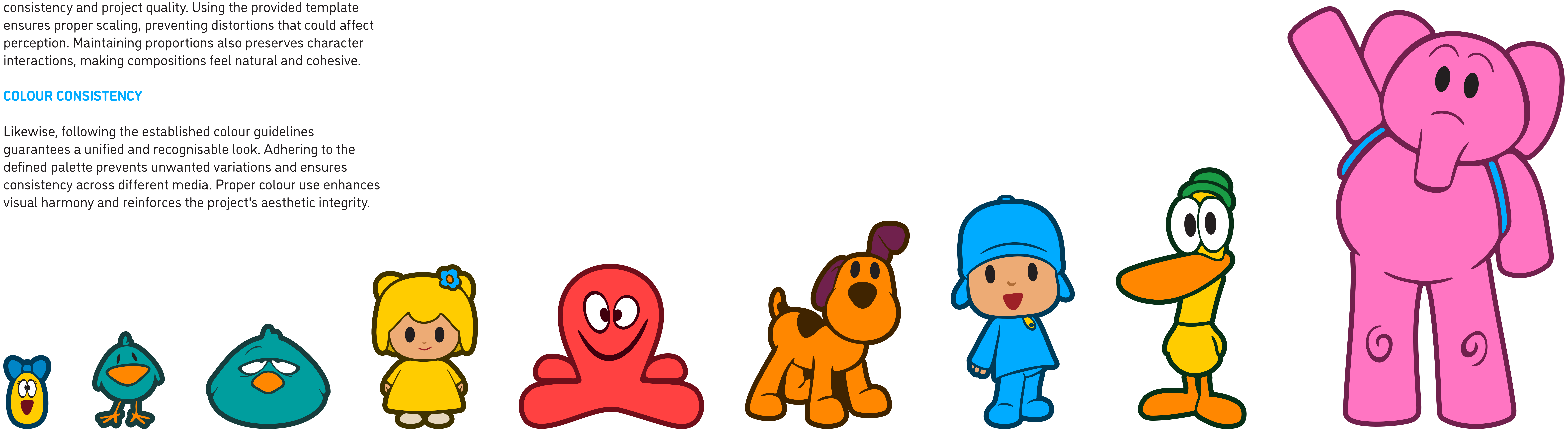
Characters

RELATIVE SIZES

Respecting character size relationships is essential for visual consistency and project quality. Using the provided template ensures proper scaling, preventing distortions that could affect perception. Maintaining proportions also preserves character interactions, making compositions feel natural and cohesive.

COLOUR CONSISTENCY

Likewise, following the established colour guidelines guarantees a unified and recognisable look. Adhering to the defined palette prevents unwanted variations and ensures consistency across different media. Proper colour use enhances visual harmony and reinforces the project's aesthetic integrity.



VALENTINA

● BODY **PANTONE 122 C**
● RIBBON **PANTONE 279 C**
○ EYES **WHITE**
● PUPILS **PANTONE BLACK C**
● OUTLINE **PANTONE 534 C**

PAJARITO AND PAJAROTO

● BODY **PANTONE 327 C**
○ EYES **WHITE**
● PUPILS **PANTONE BLACK C**
● PEAK AND LEGS **PANTONE 172 C**
● OUTLINE **PANTONE 548 C**

BEA

● HAIR & CLOTHING **PANTONE 142 C**
● FACE & HANDS **PANTONE 713 C**
● EYES **PANTONE BLACK C**
● NOSE **PANTONE 1395 C**
● MOUTH **PANTONE 194 C**
● FLOWER BLUE **PANTONE 279 C**
● FLOWER YELLOW **PANTONE 142 C**
● SHOES **PANTONE WARM GREY 2**
● OUTLINE **PANTONE 7553 C**

PULPO

● BODY **PANTONE 1797 C**
○ EYES **WHITE**
● PUPILS **PANTONE BLACK C**
● MOUTH **PANTONE BLACK C**
● OUTLINE **PANTONE 188 C**

LULA

● BODY **PANTONE 172 C**
● EARS **PANTONE 7421 C**
● EYES **PANTONE BLACK C**
● NOSE AND SPOT **PANTONE 4975 C**
● OUTLINE **PANTONE 4975 C**

POCOYO

● HAT & CLOTHING **PANTONE 279 C**
● FACE & HANDS **PANTONE 713 C**
● EYES **PANTONE BLACK C**
● NOSE **PANTONE 1395 C**
● MOUTH **PANTONE 194 C**
● ZIP **PANTONE 122 C**
● OUTLINE **PANTONE 534 C**

PATO

● HAT **PANTONE 356 C**
● BODY **PANTONE 122 C**
○ EYES **WHITE**
● PUPILS **PANTONE BLACK C**
● PEAK AND LEGS **PANTONE 172 C**
● OUTLINE **PANTONE 5535 C**

ELLY

● BODY **PANTONE 211 C**
● EYES **PANTONE BLACK C**
● KNEES AND EYEBROWS **PANTONE 229 C**
● BACKPACK **PANTONE 279 C**
● OUTLINE **PANTONE 229 C**

TYPOGRAPHY

POCOYO

Look at this!

AaBbCc0123

Hoss Round Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_{|}~
0123456789

Hoss Round Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_{|}~
0123456789

VERBAL RESOURCES

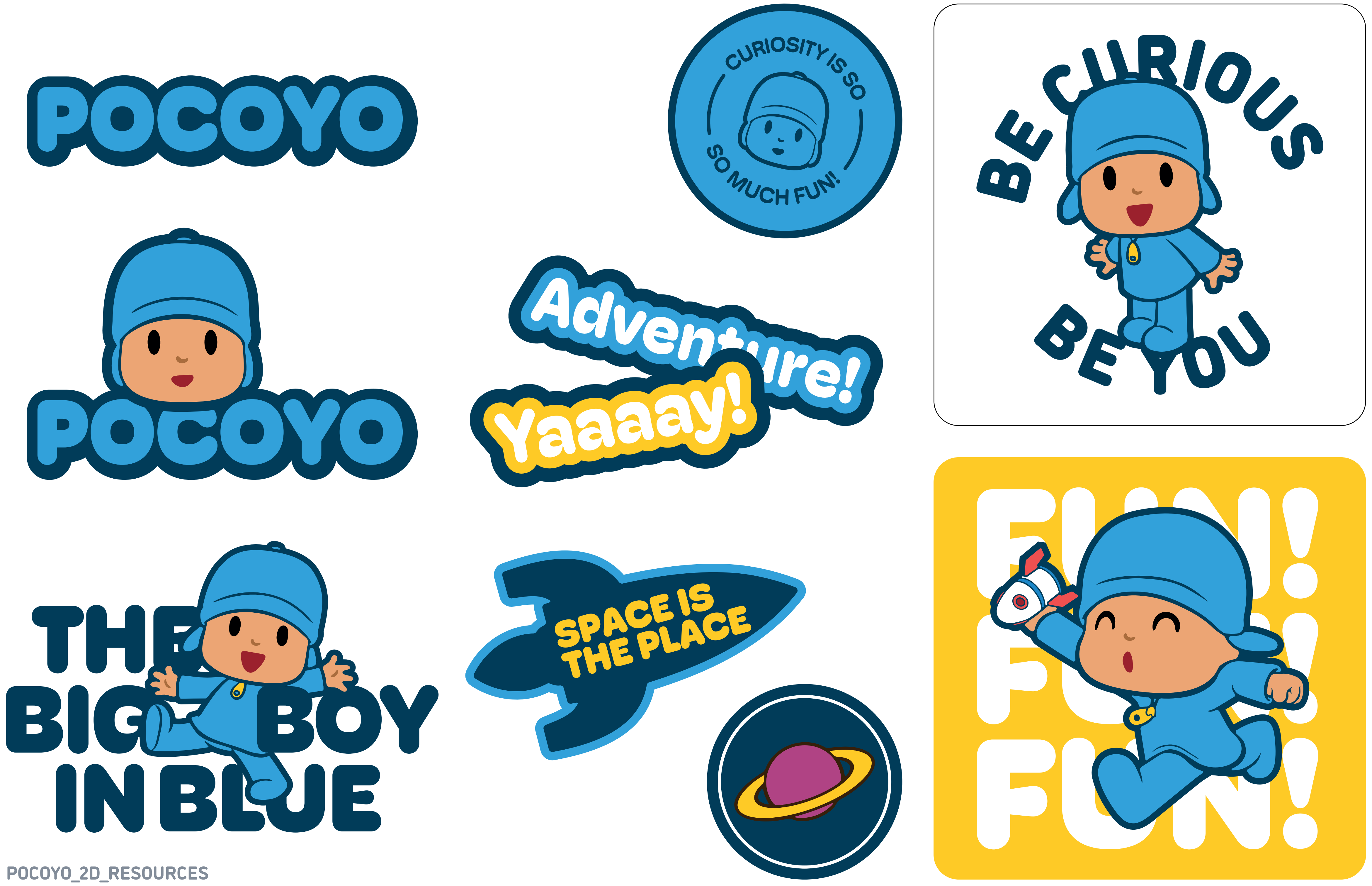
- Look at this!
- Curiosity is so much fun!
- Look! – Fun! – Adventure!
- Yay! – Wow! – Woohoo!

PLEASE MAKE SURE YOU USE ADOBE FONTS WITH A VALID SUBSCRIPTION

COLOUR PALETTE

POCOYO BLUE	#00ABFF	R0 G171 B255	C81 M15 Y0 K0	PANTONE 279 C
YELLOW	#FFCC00	R255 G204 B0	C0 M24 Y100 K0	PANTONE 7548 C
DARK BLUE	#003B59	R0 G59 B89	C100 M72 Y40 K34	PANTONE 534 C
WHITE	#FFFFFF	R255 G255 B255	C0 M0 Y0 K0	

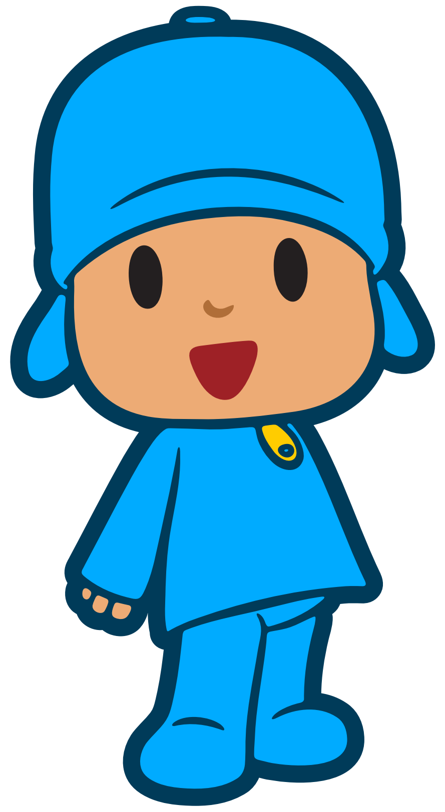
GRAPHIC RESOURCES AND INSPIRATION


POCOYO
CURIOSITY IS SO MUCH FUN!
BE CURIOUS BE YOU
POCOYO
Adventure!
Yaaaay!
THE BIG BOY IN BLUE
SPACE IS THE PLACE
FUN! FUN! FUN!

POCOYO_2D_RESOURCES

2D Poses

Full Colour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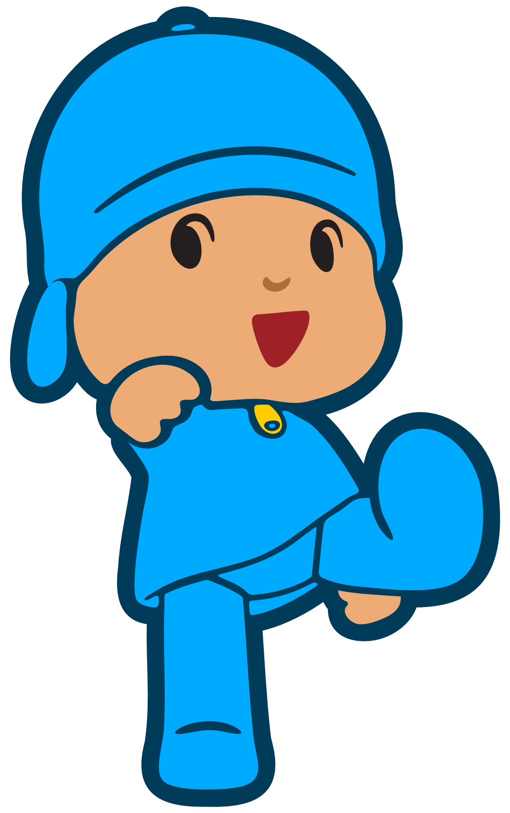
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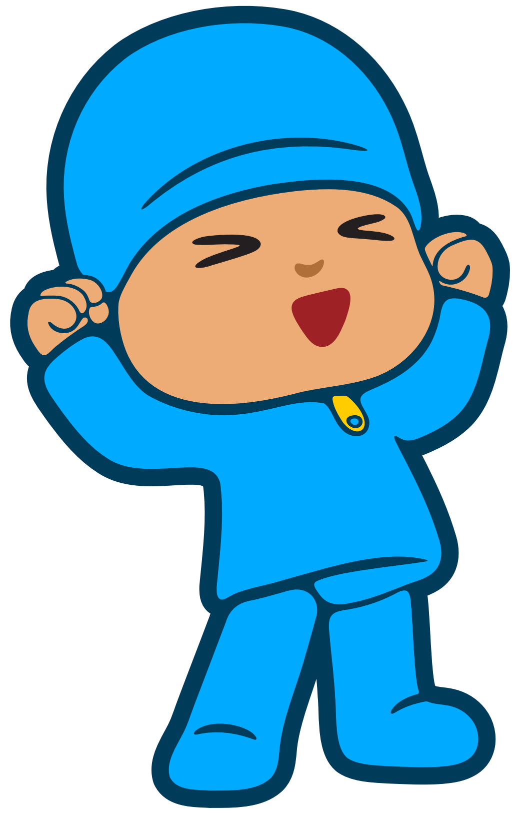
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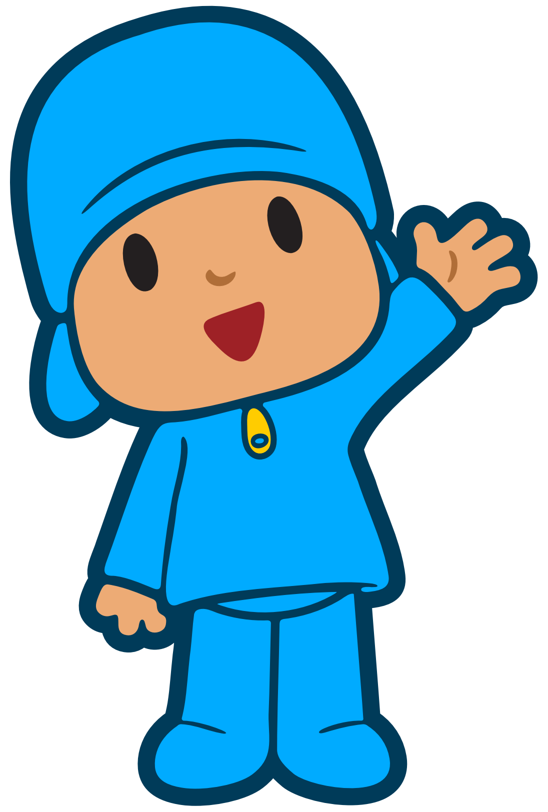
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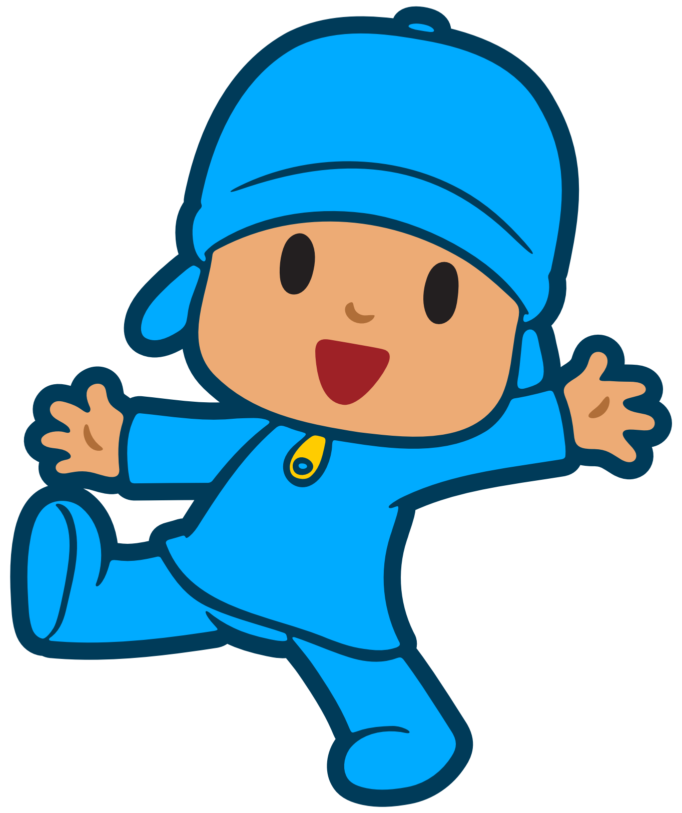
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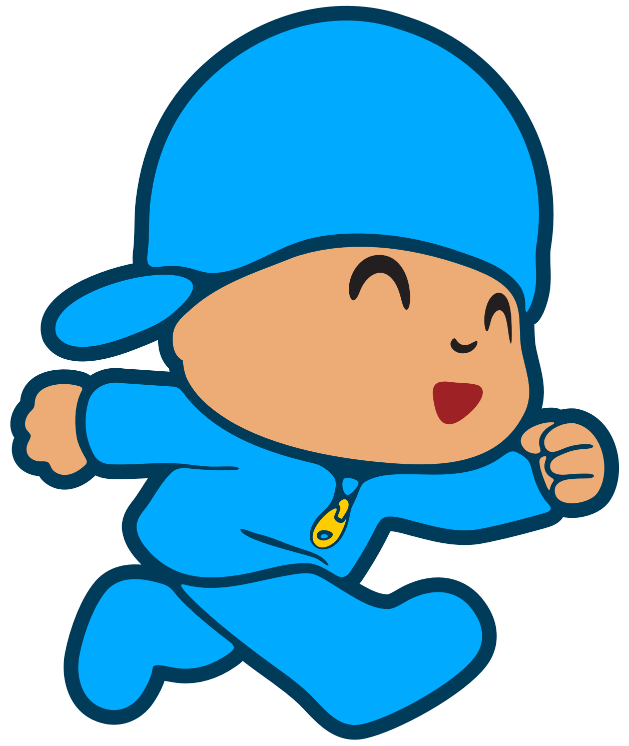
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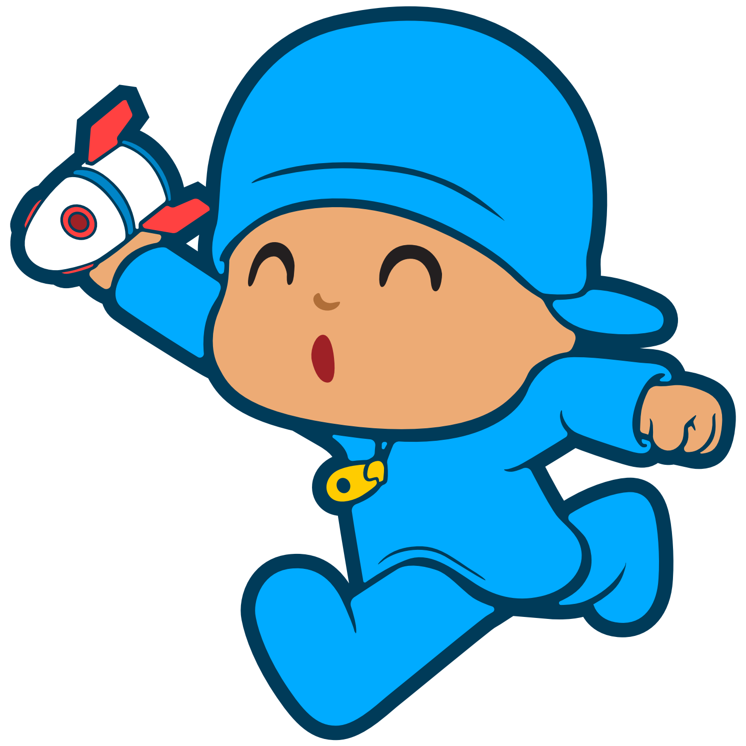
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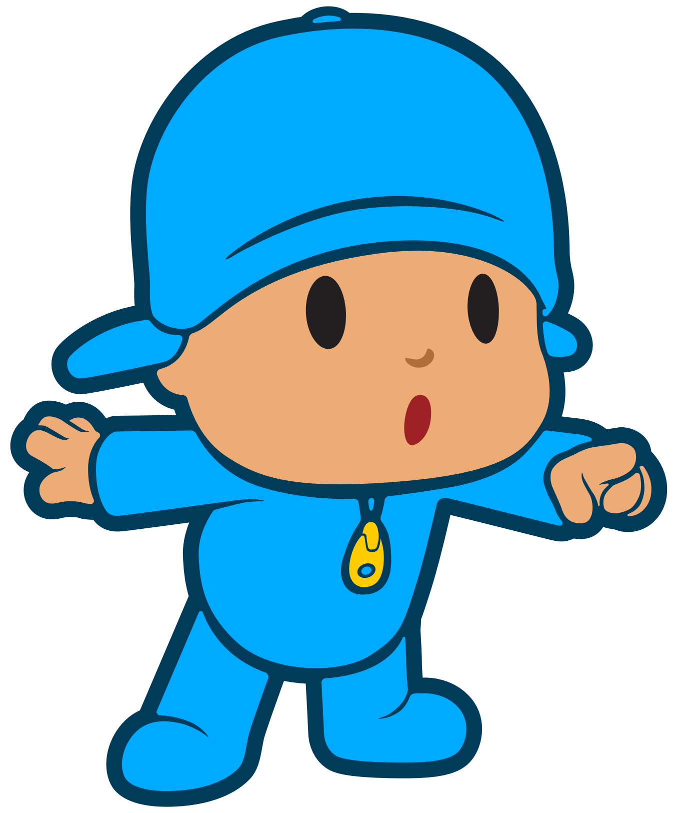
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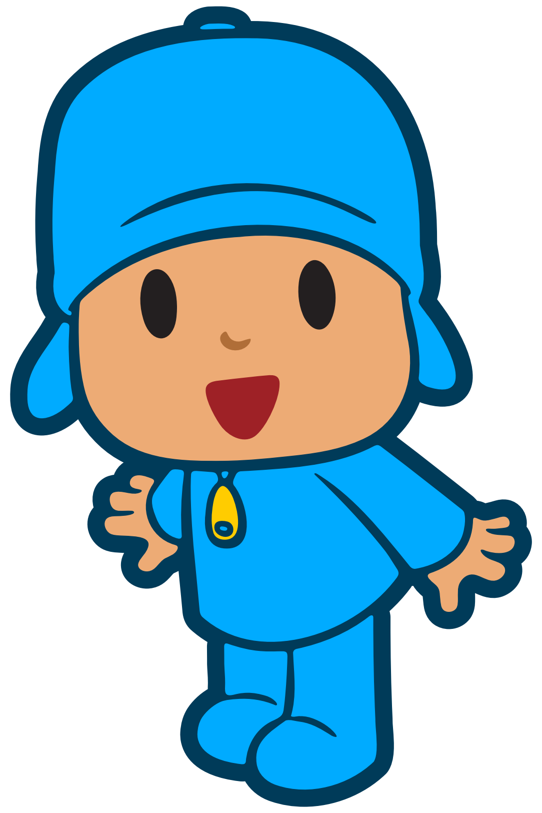
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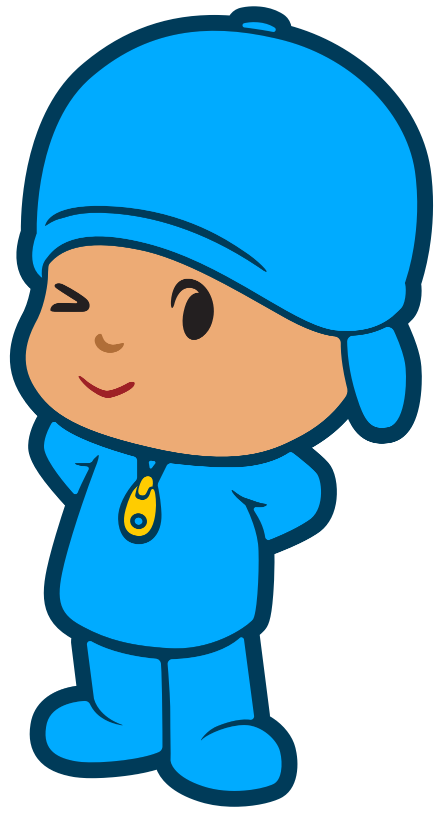
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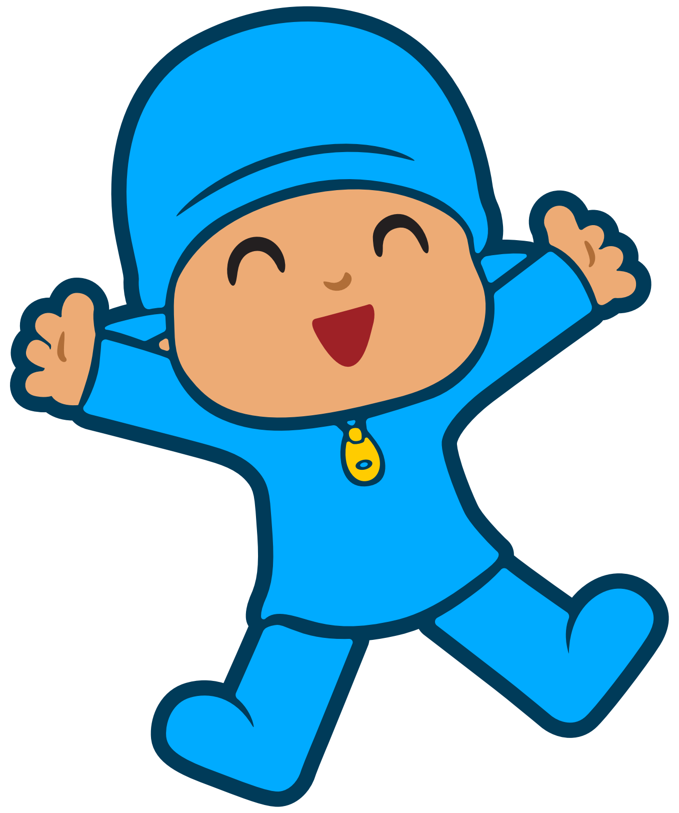
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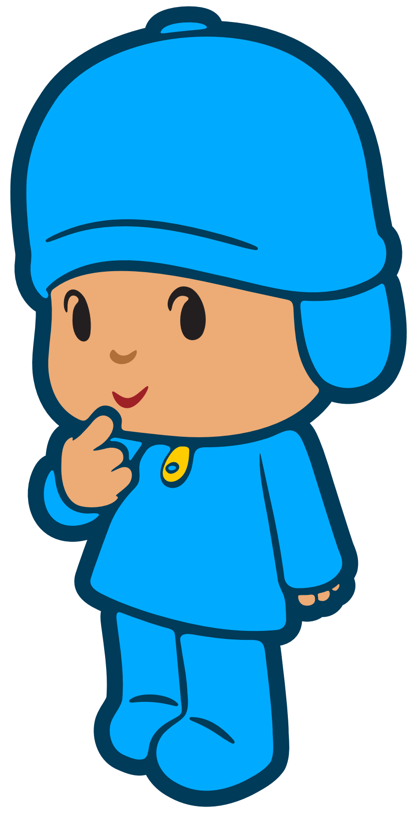
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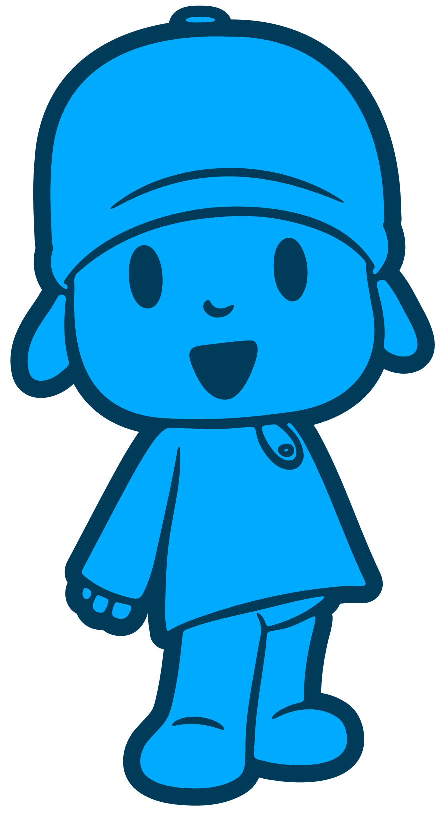
2D Poses

One Colour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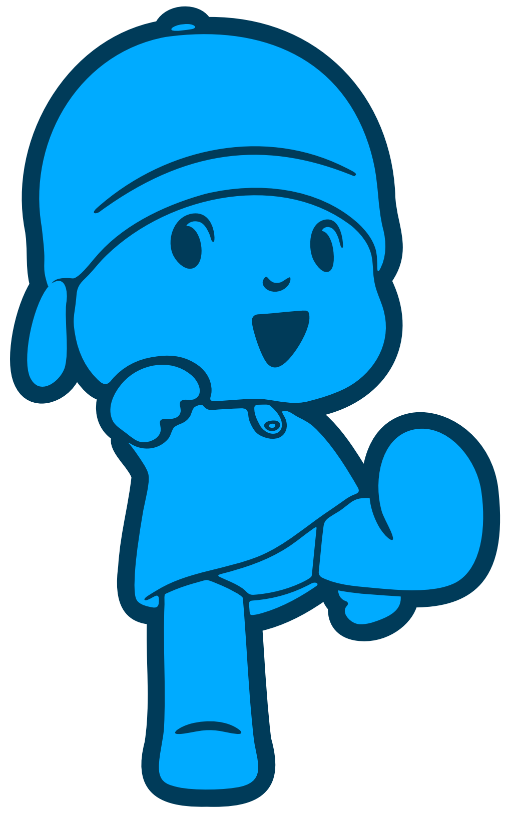
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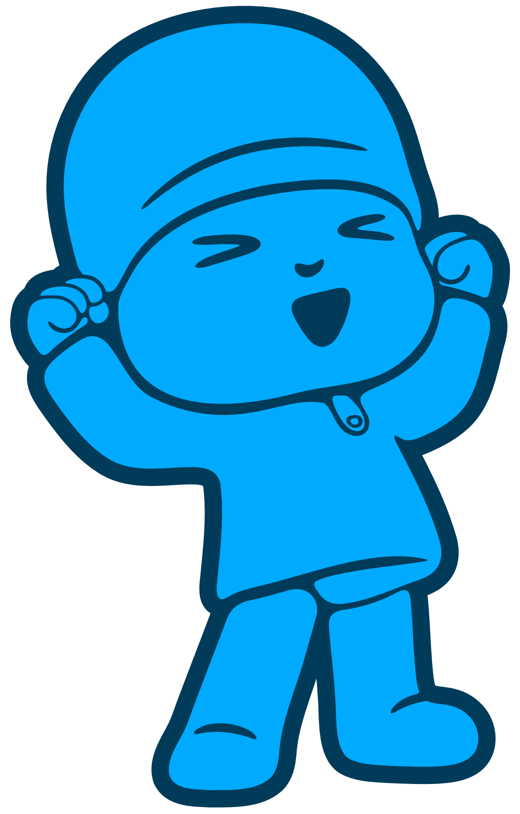
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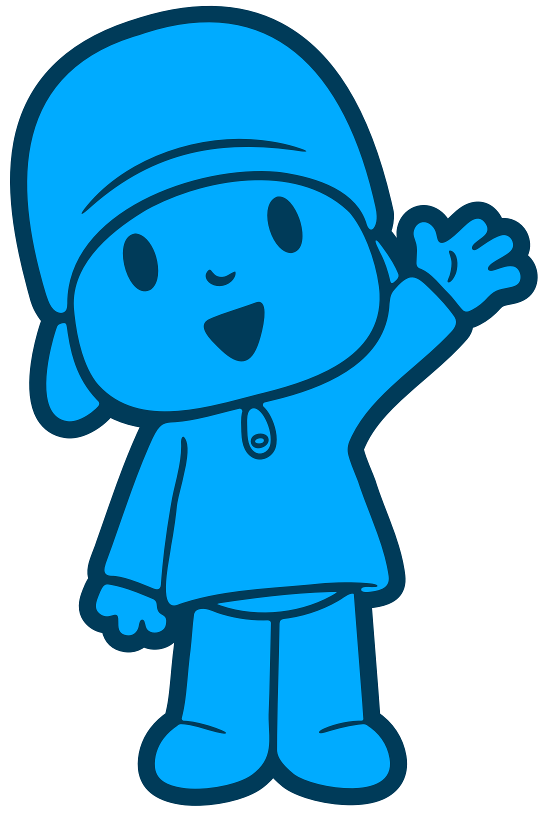
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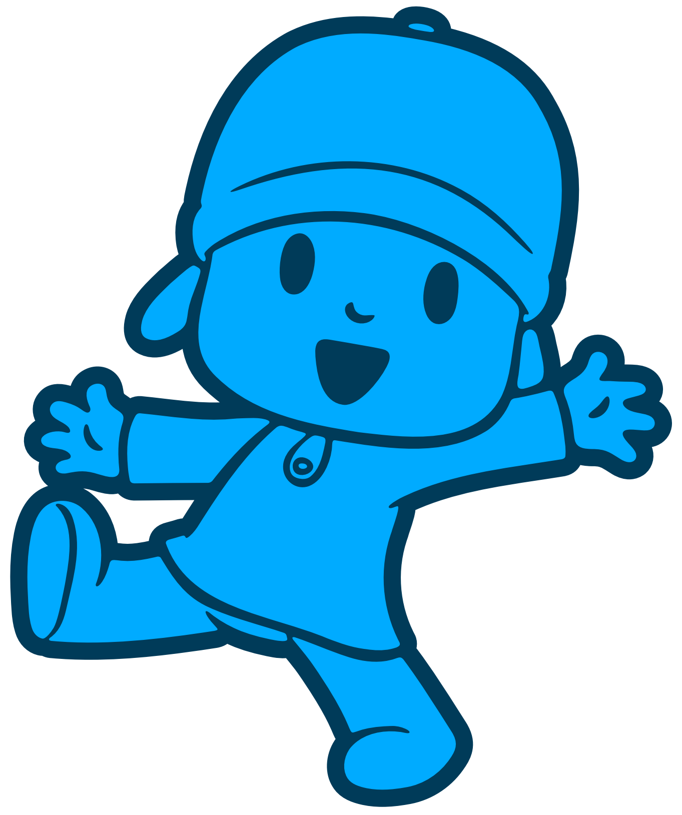
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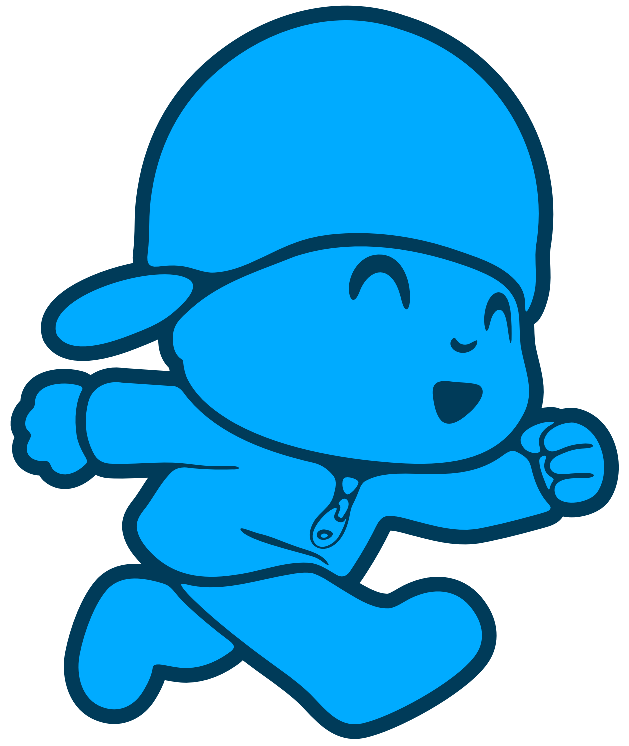
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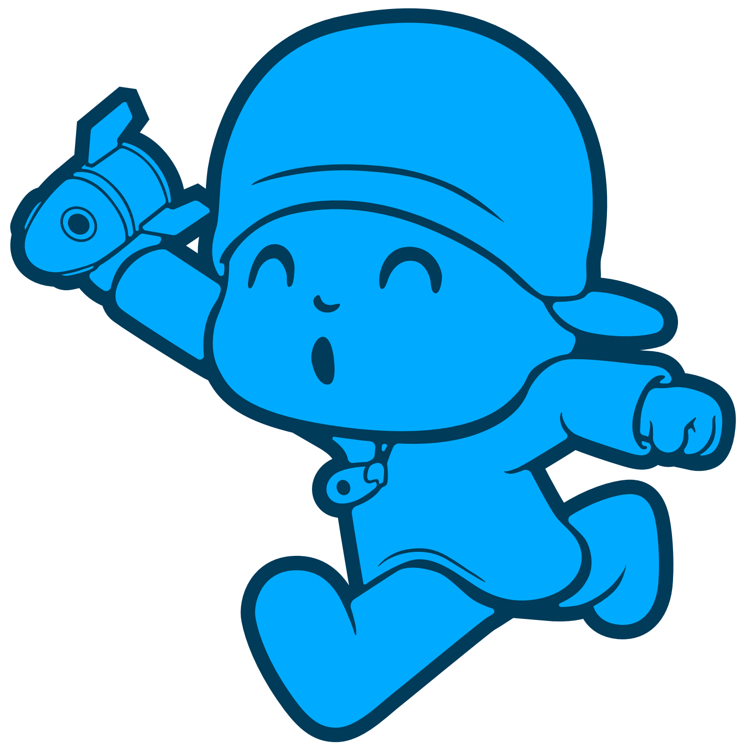
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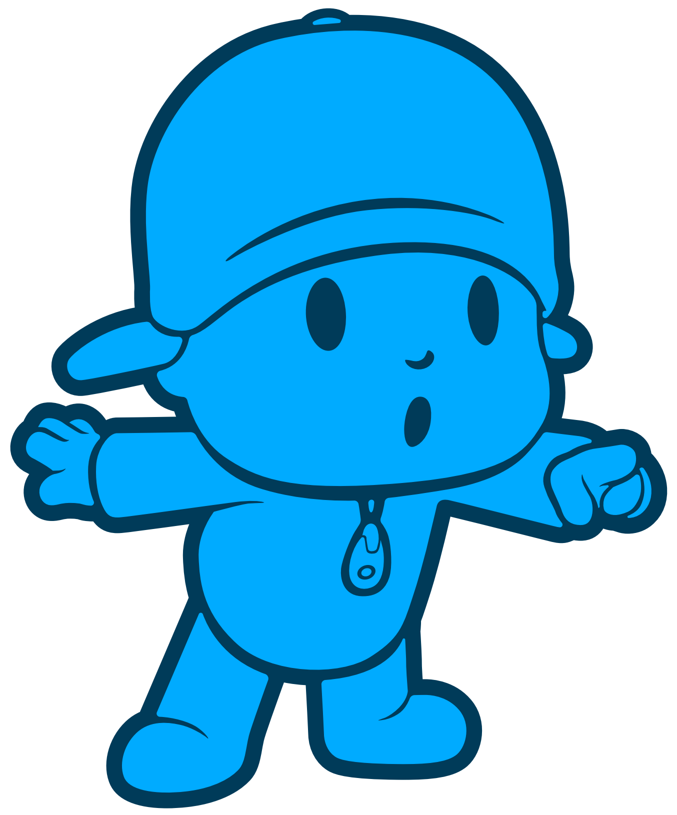
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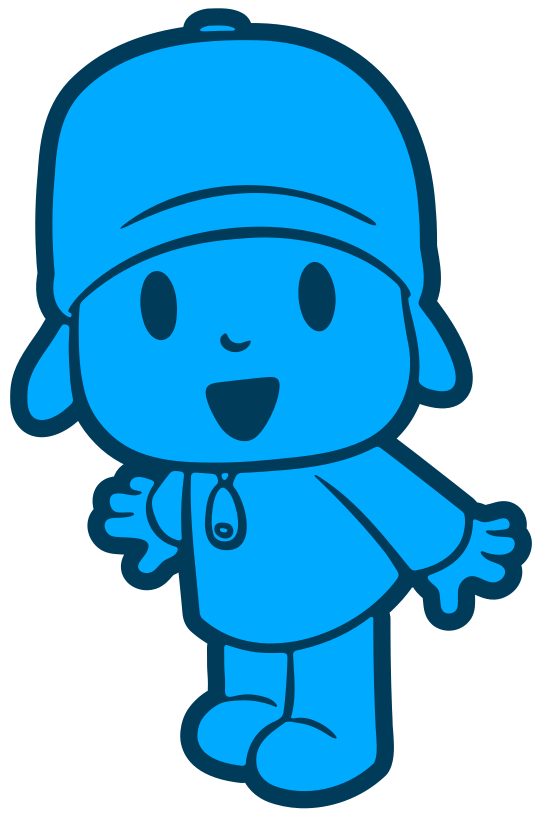
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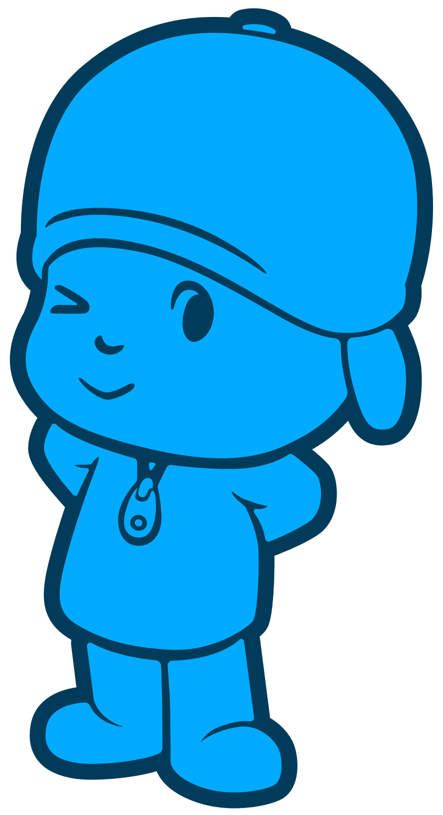
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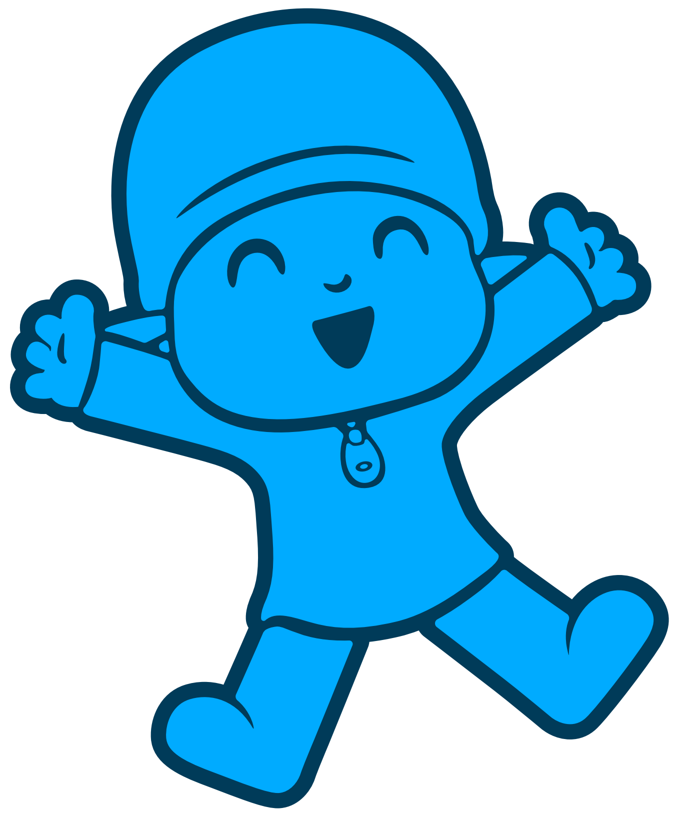
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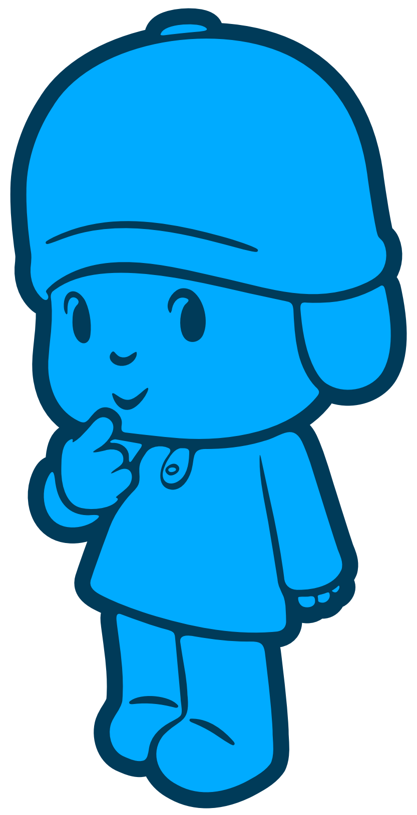
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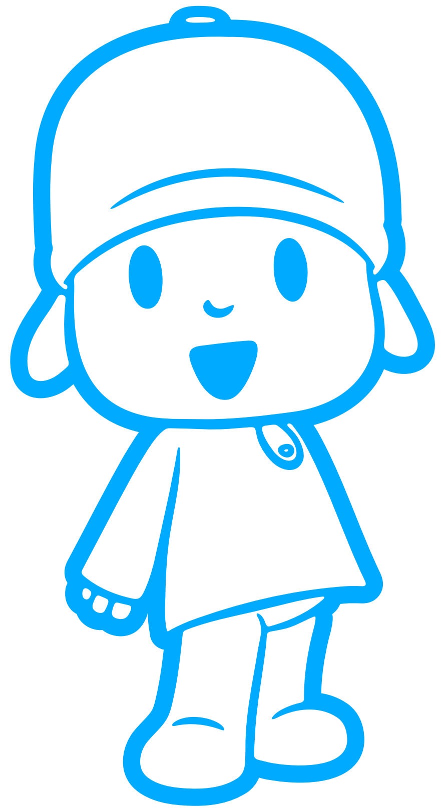
2D Poses

Line Art Light



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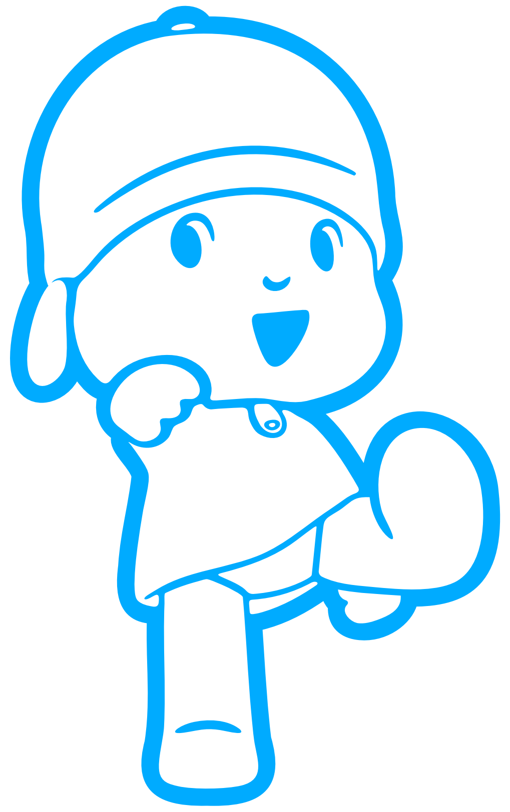

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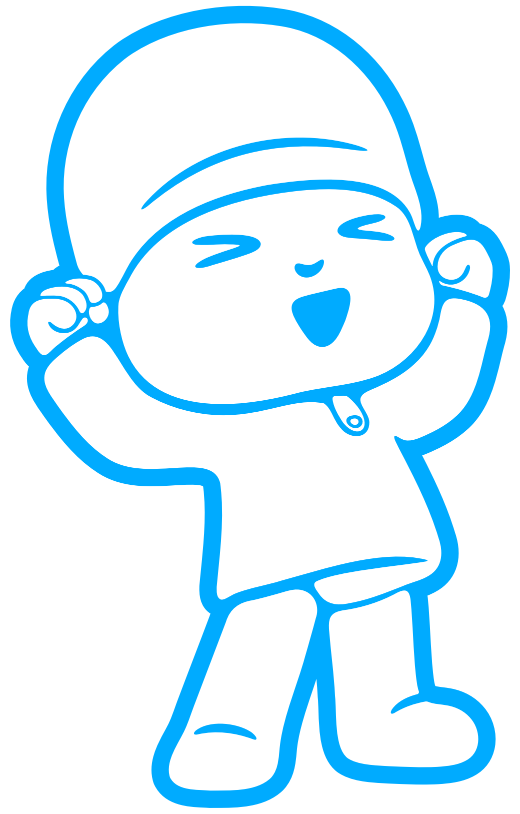

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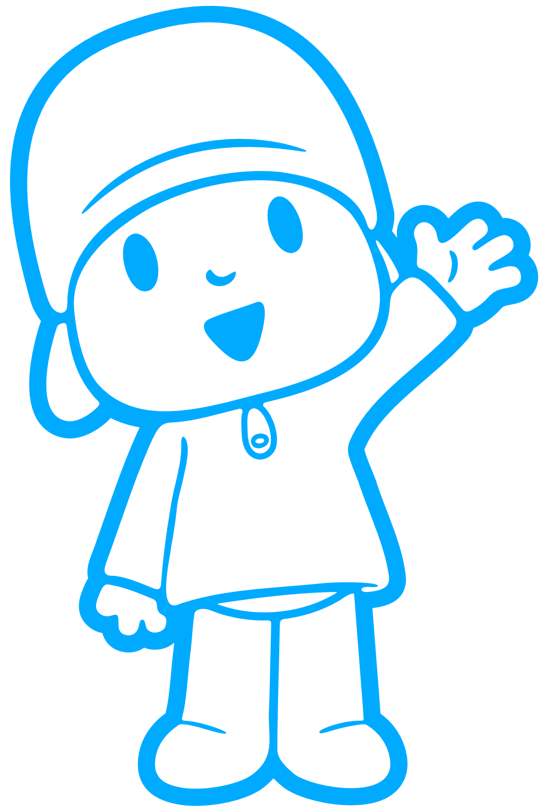

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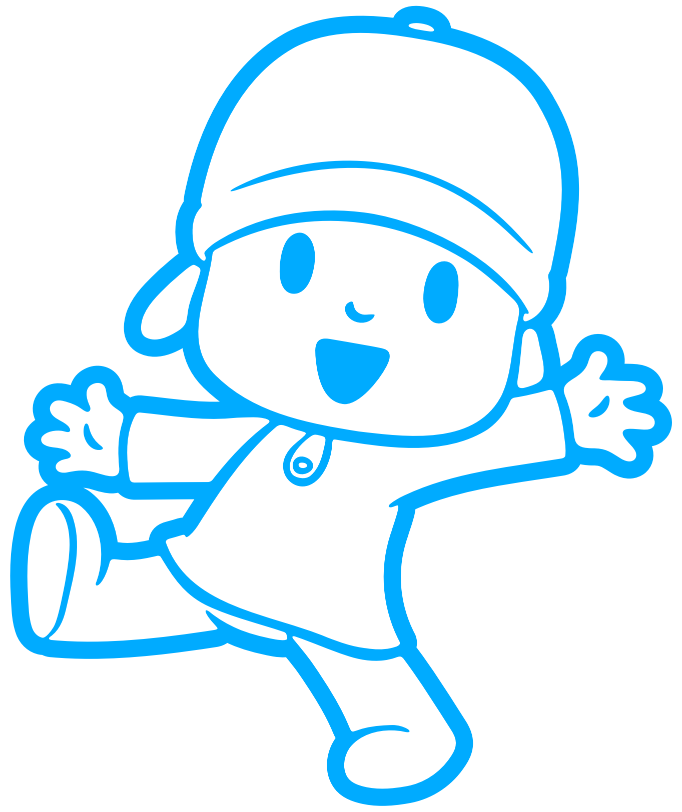

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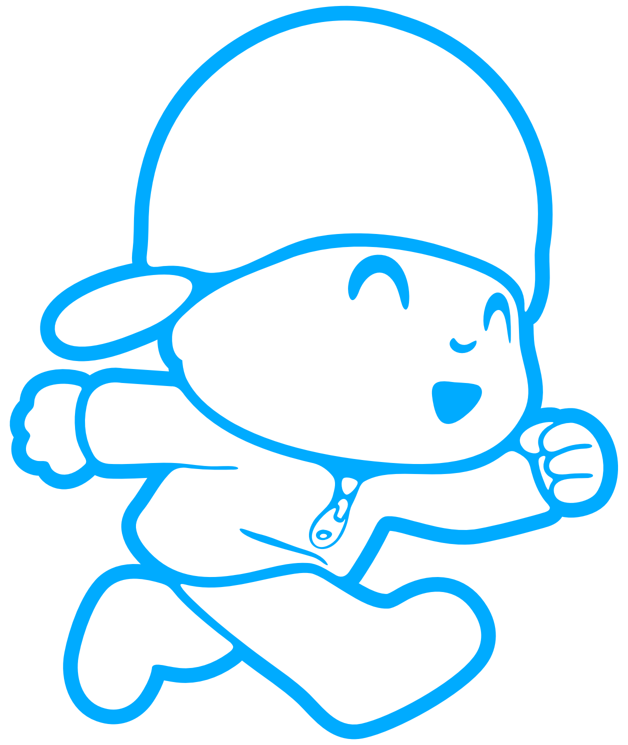

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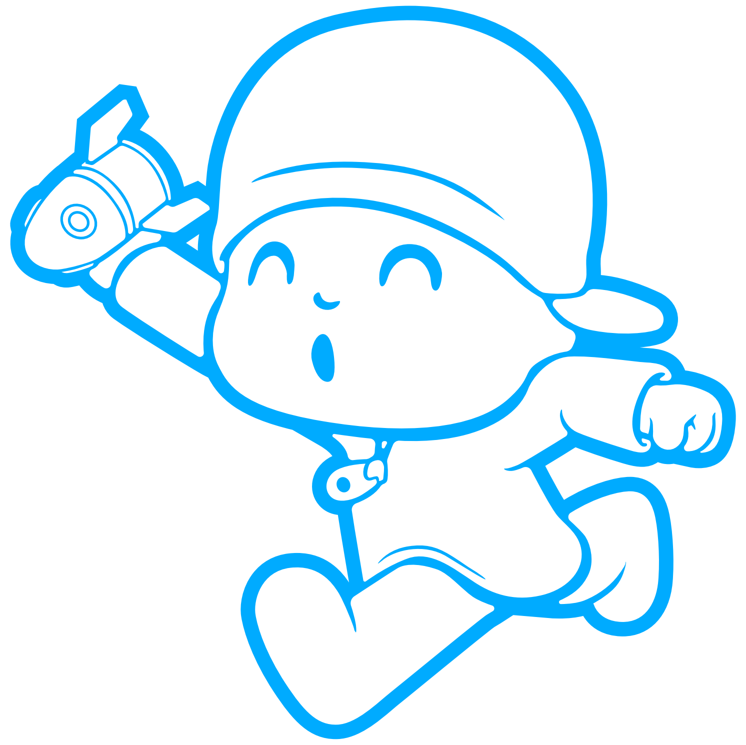

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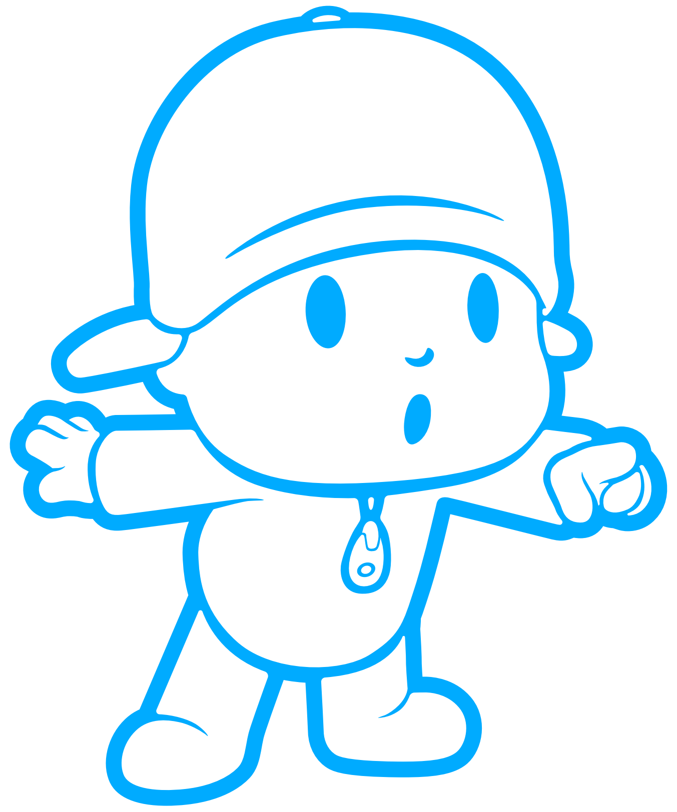

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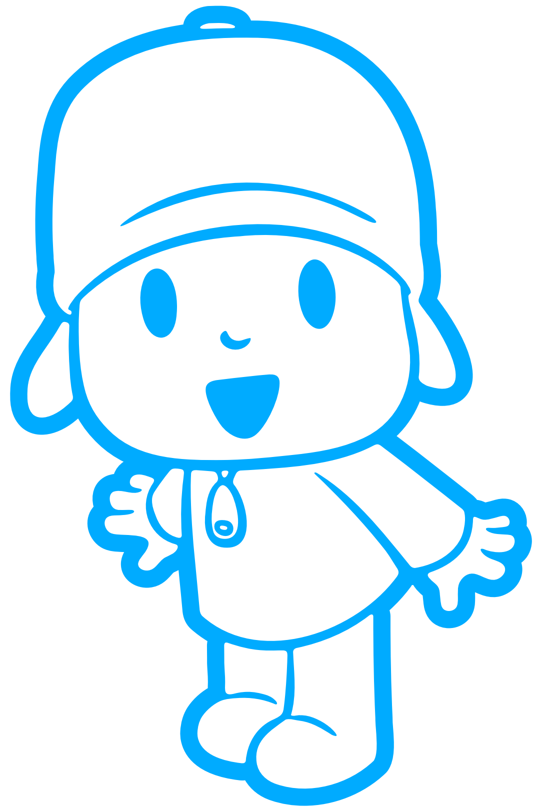

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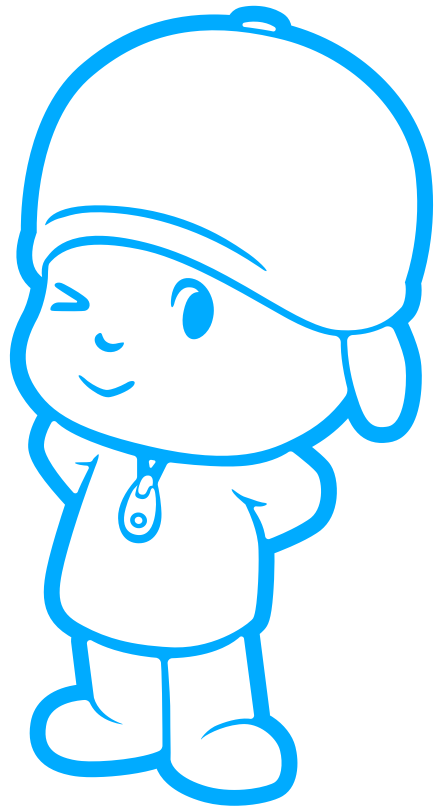

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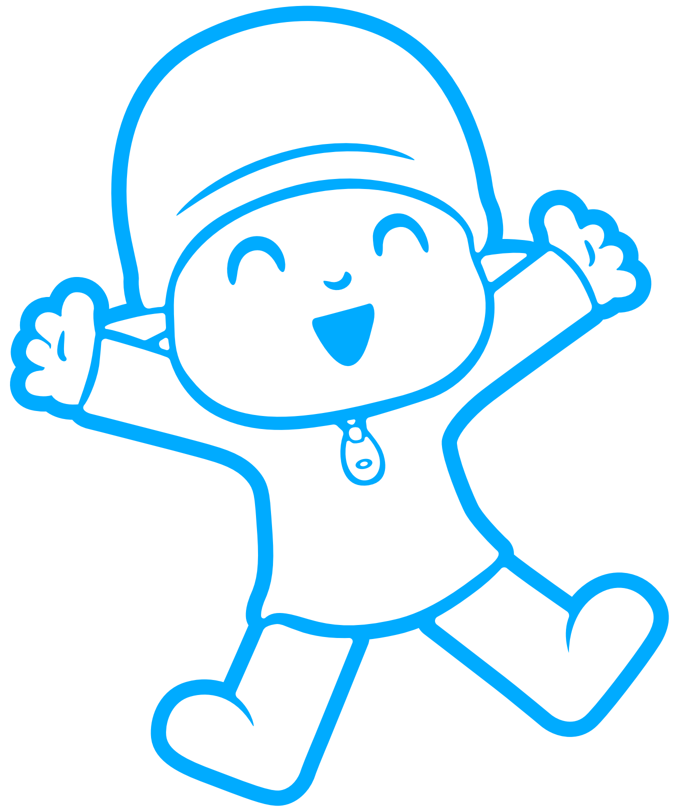

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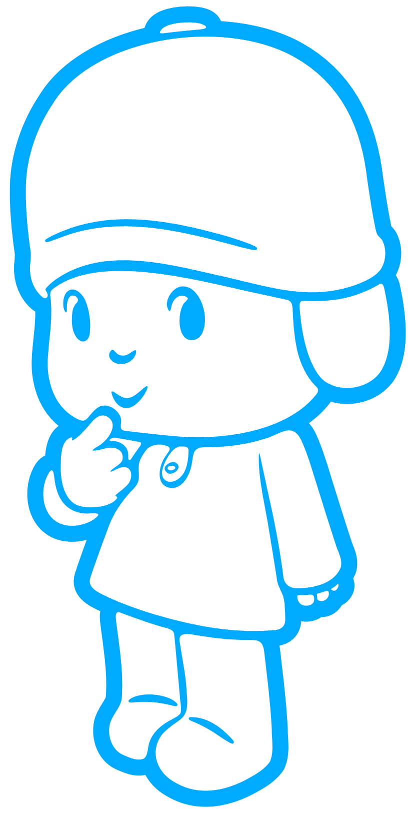

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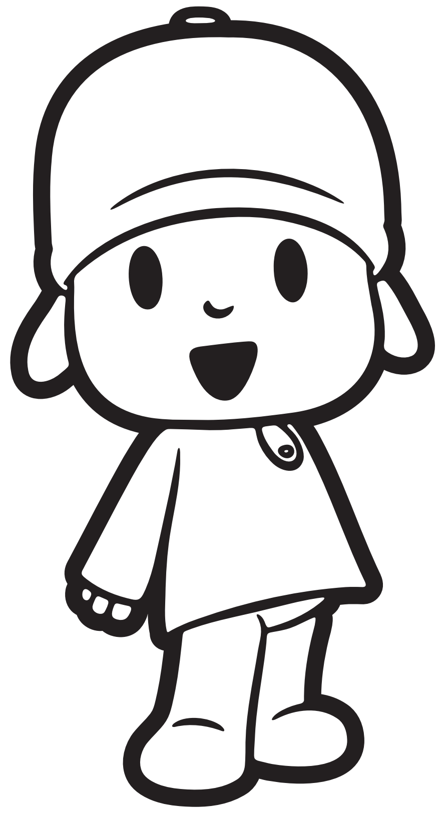
2D Poses

Line Art Dark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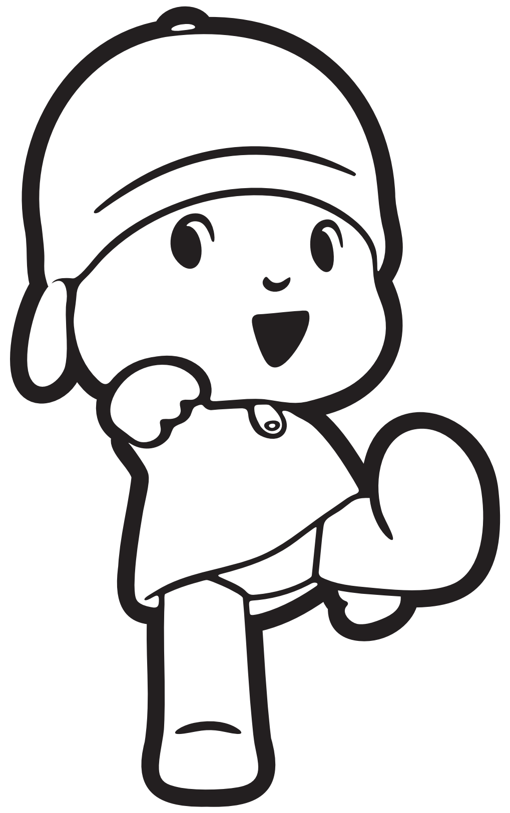
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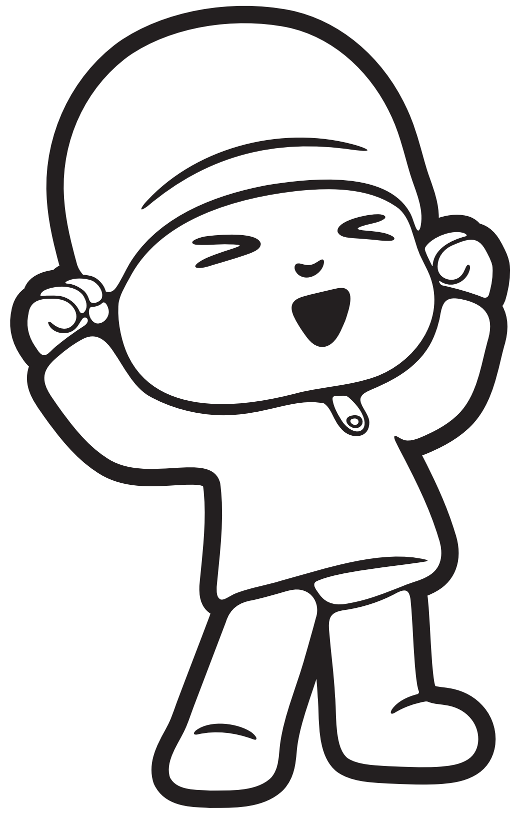
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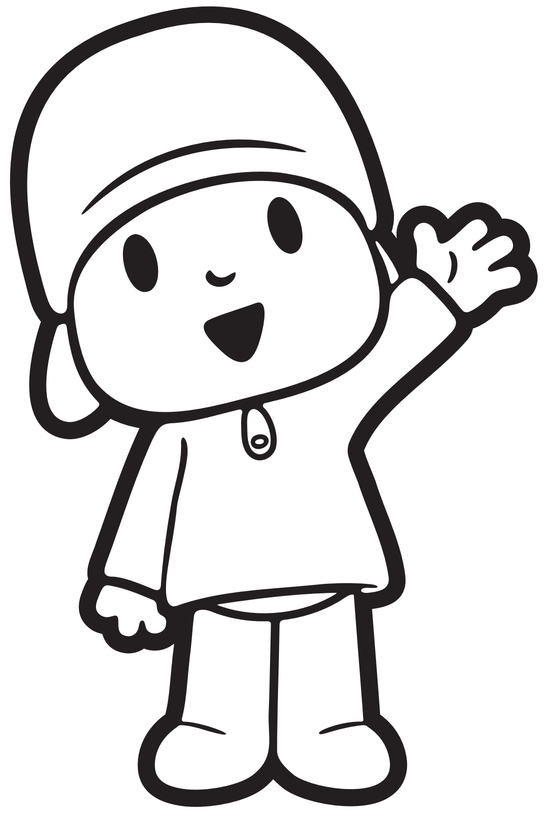
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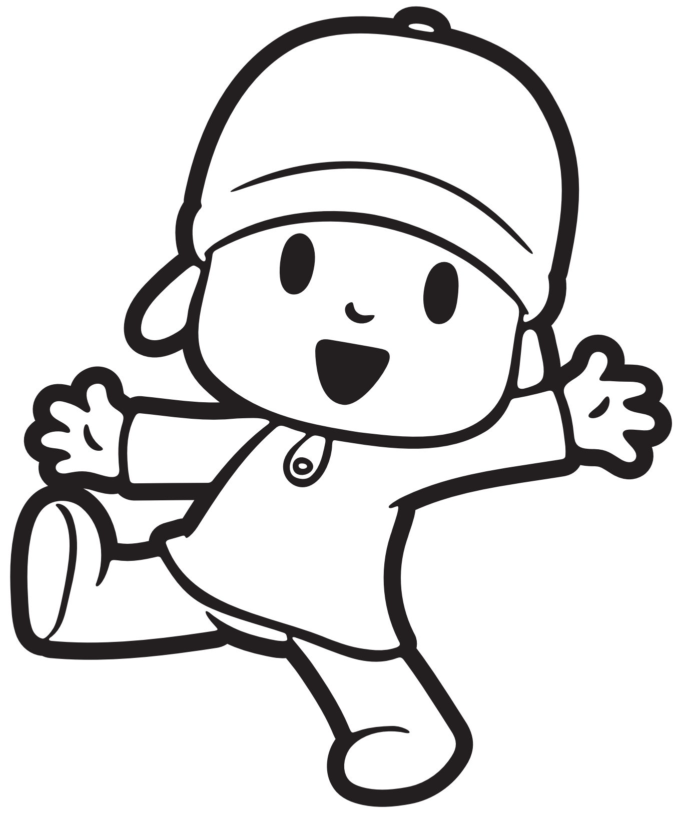
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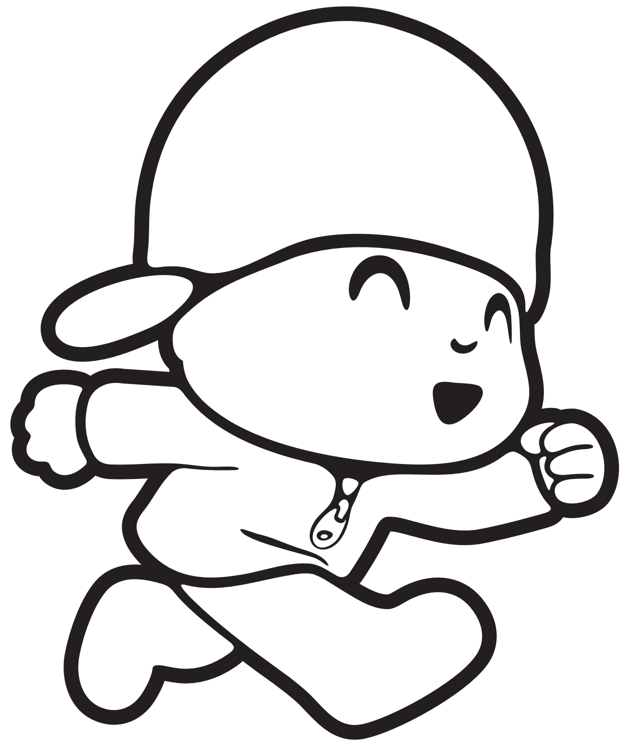
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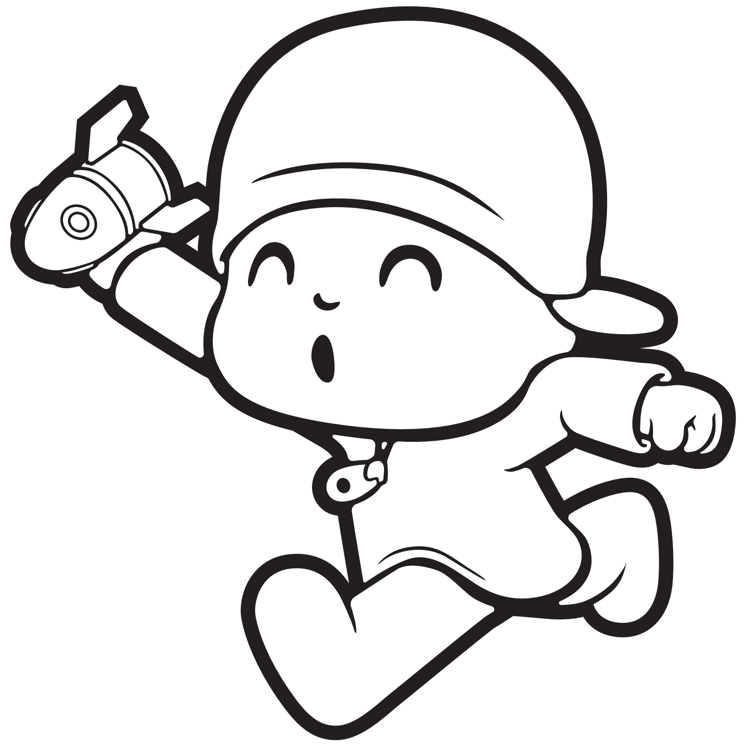
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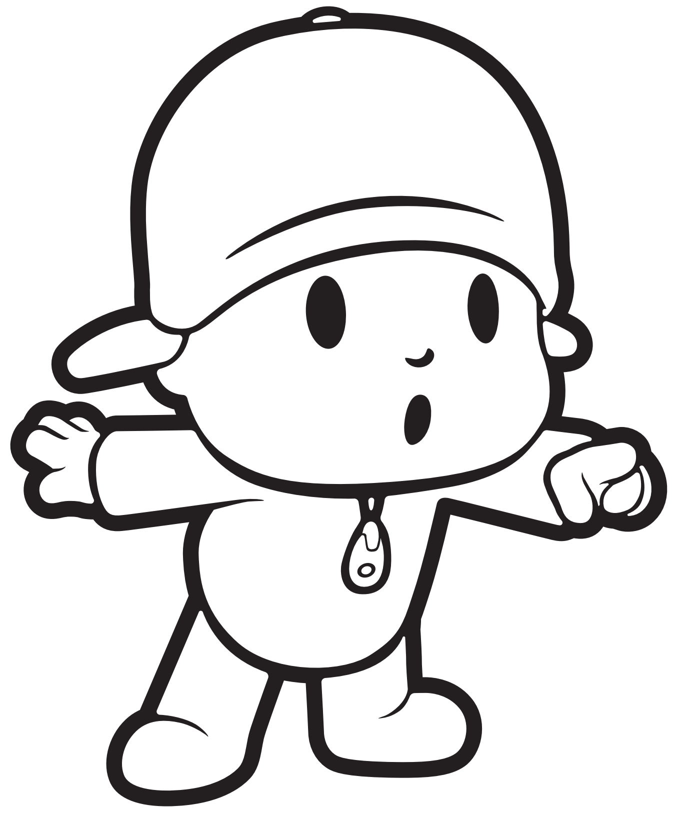
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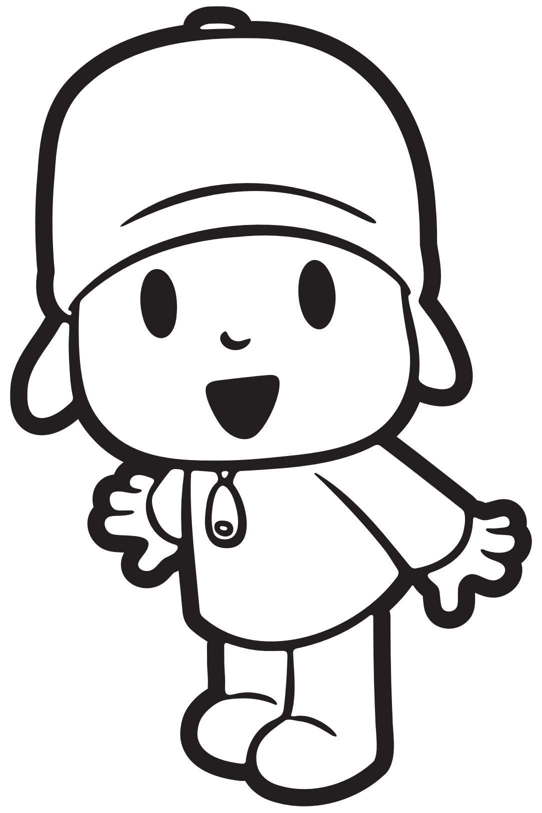
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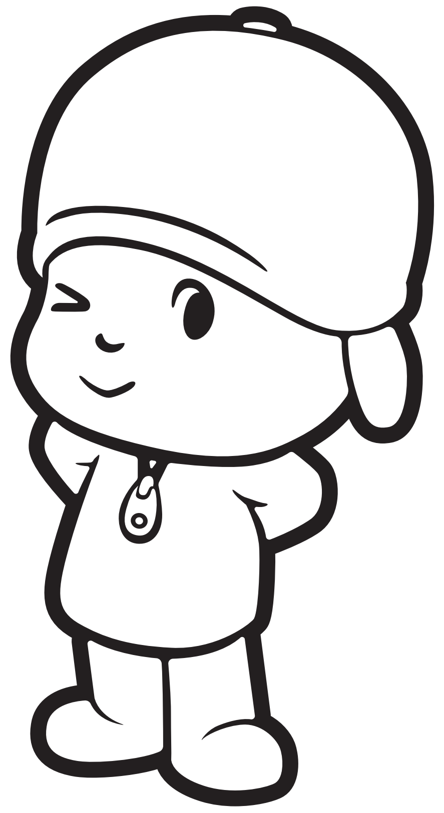
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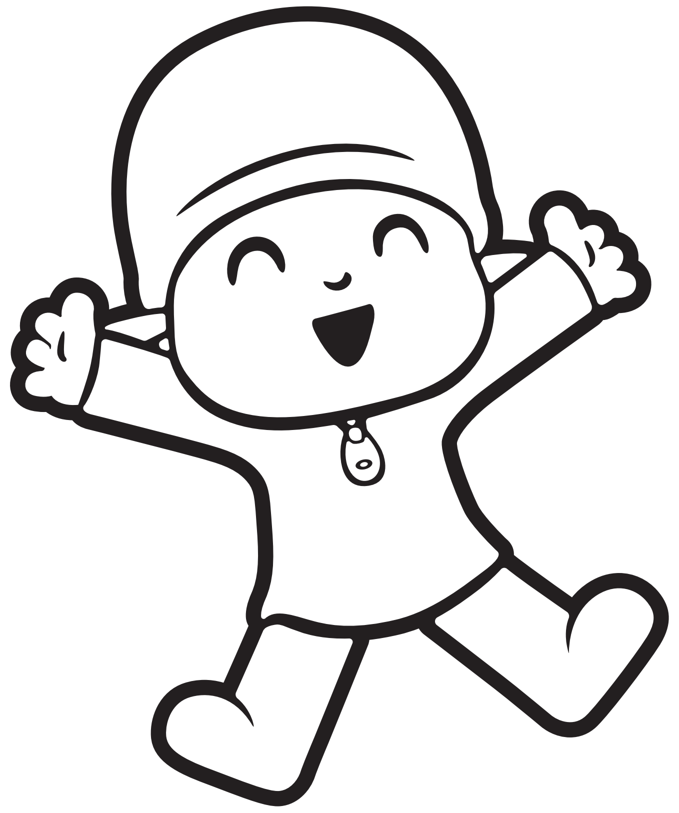
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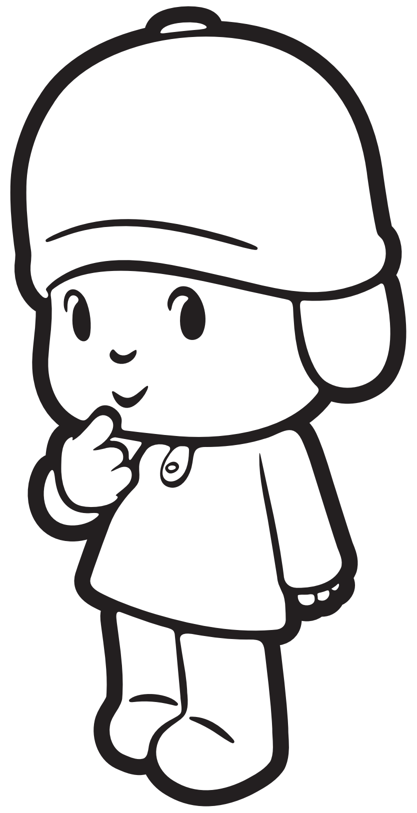
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TYPOGRAPHY

Bea
Feel the beat!
AaBbCc0123

Olivita Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

Olivita Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()+,–./:;<=>?@[\]^_`{|}~*
0123456789

VERBAL RESOURCES

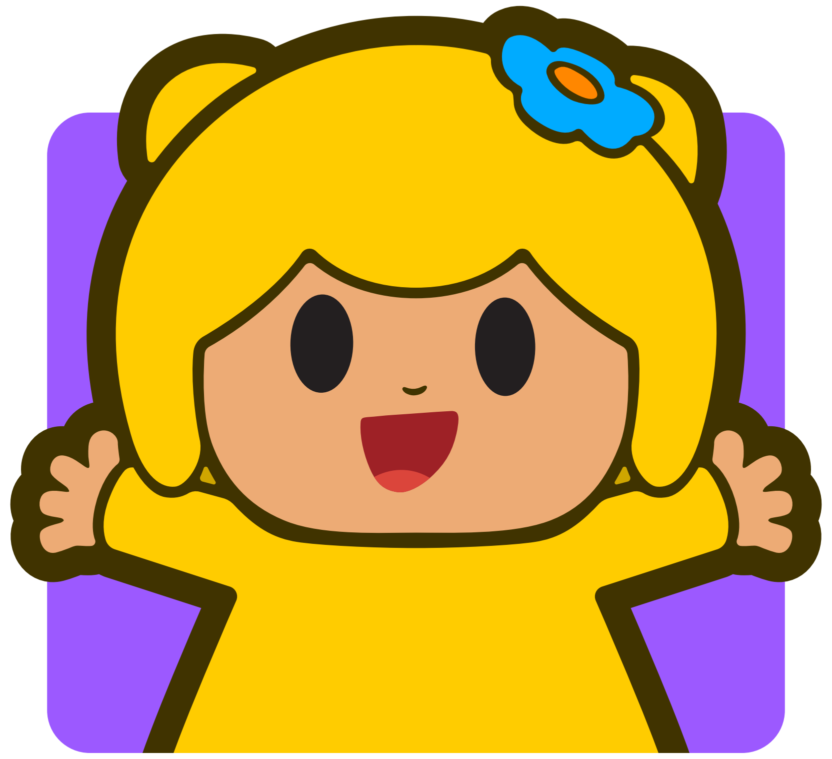
- **Feel the beat!**
- **Every day is a musical day!**
- **Music! – Sing! – Dance!**
- **La la la! – Yoyo! – Wheee!**

PLEASE MAKE SURE YOU USE ADOBE FONTS WITH A VALID SUBSCRIPTION

COLOUR PALETTE

YELLOW
#FFCC00
R255 G204 B0
C0 M24 Y100 K0
PANTONE 7548 C

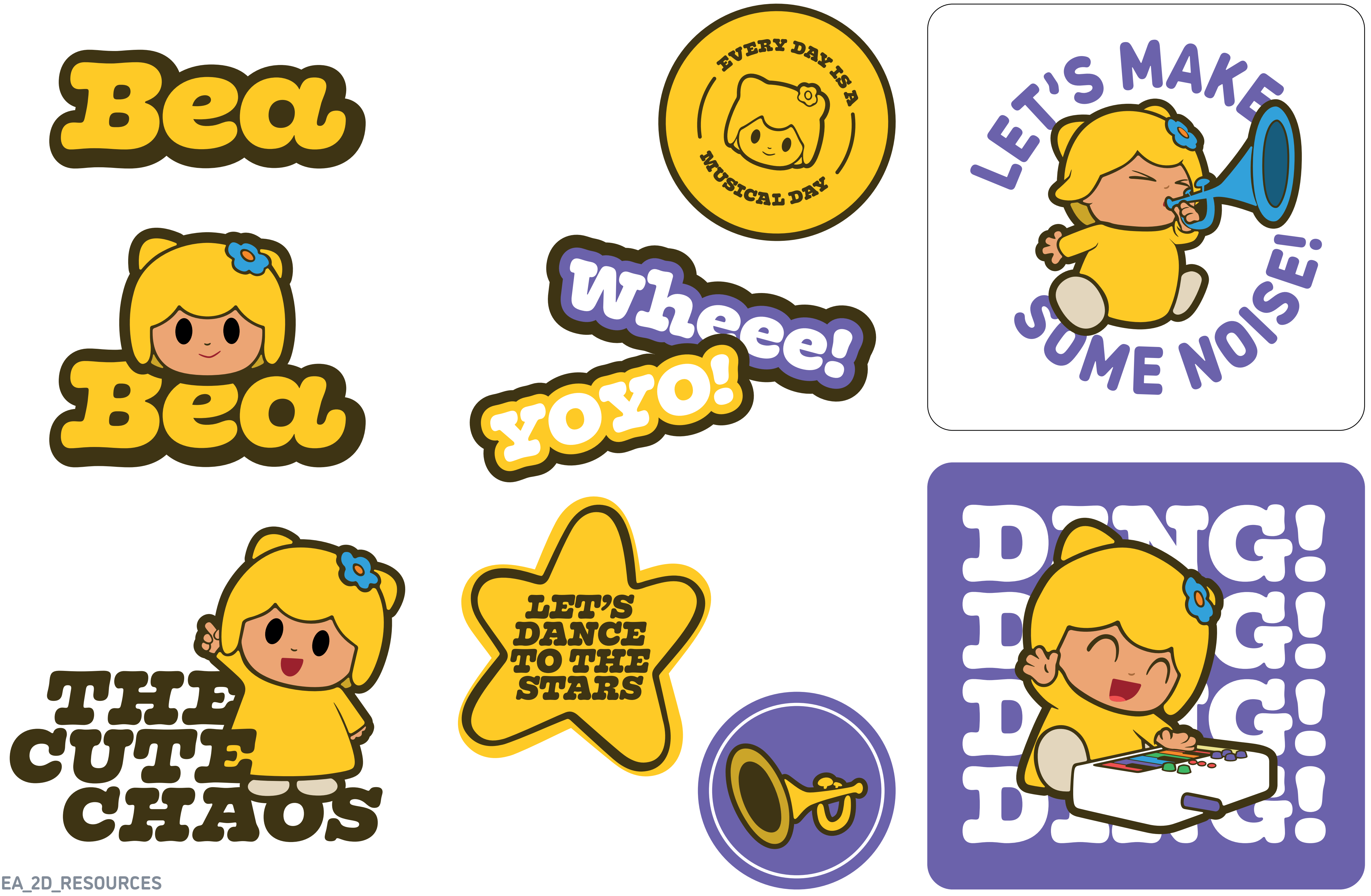
PURPLE
#9C59FF
R264 G65 B0
C66 M68 Y0 K0
PANTONE 265 C



DARK BROWN
#403300
R64 G51 B0
C58 M58 Y89 K68
PANTONE 7553 C

WHITE
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

GRAPHIC RESOURCES AND INSPIRATION

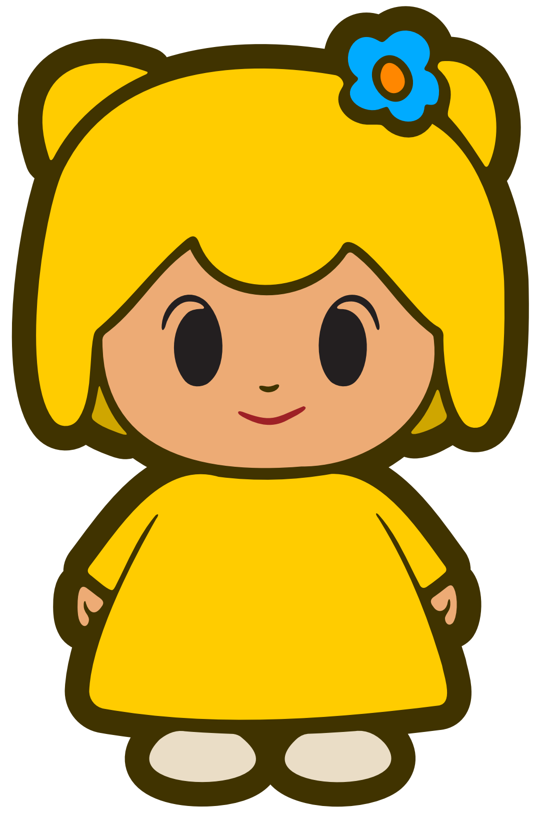

Bea
EVERY DAY IS A MUSICAL DAY
LET'S MAKE SOME NOISE!
Bea
Wheee!
YOYO!
THE CUTE CHAOS
LET'S DANCE TO THE STARS
DING! DING! DING! DING!

BEA_2D_RESOURCES

Bea

2D Poses

Full Colour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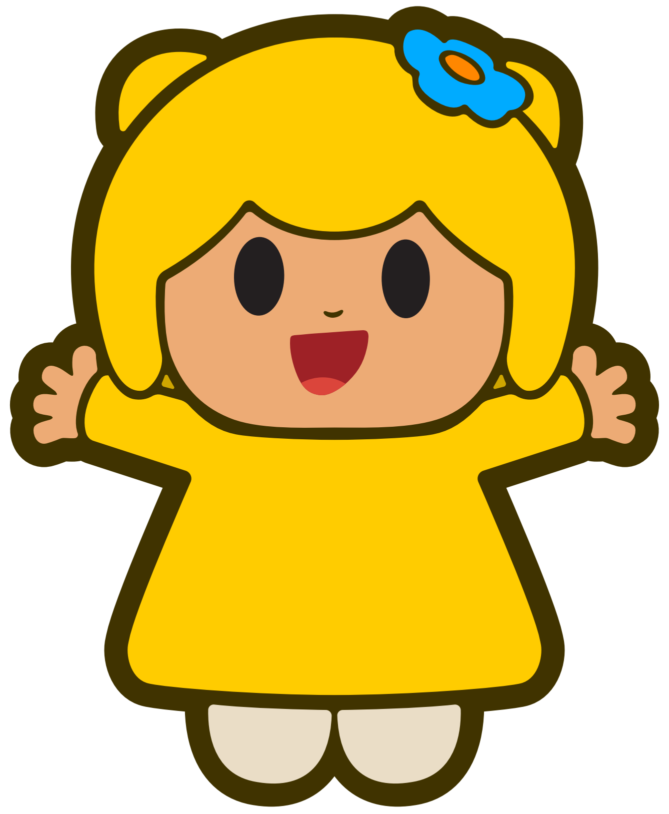
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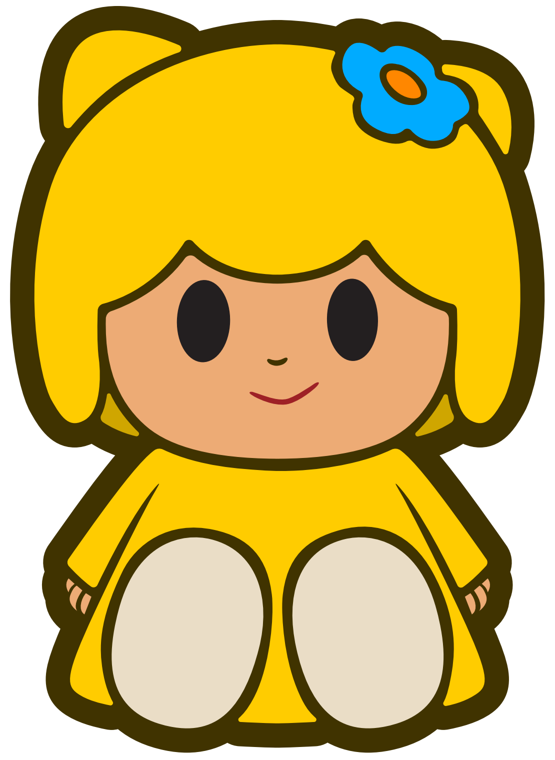
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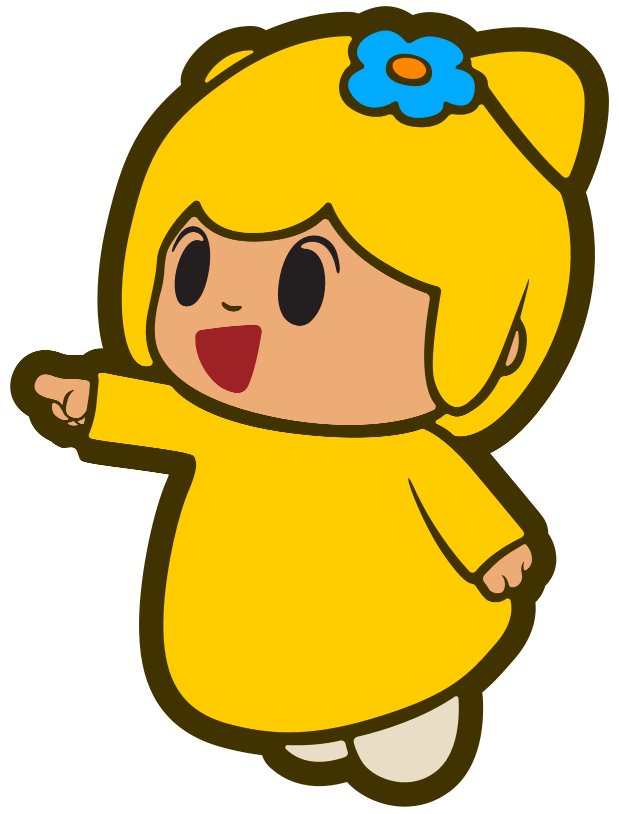
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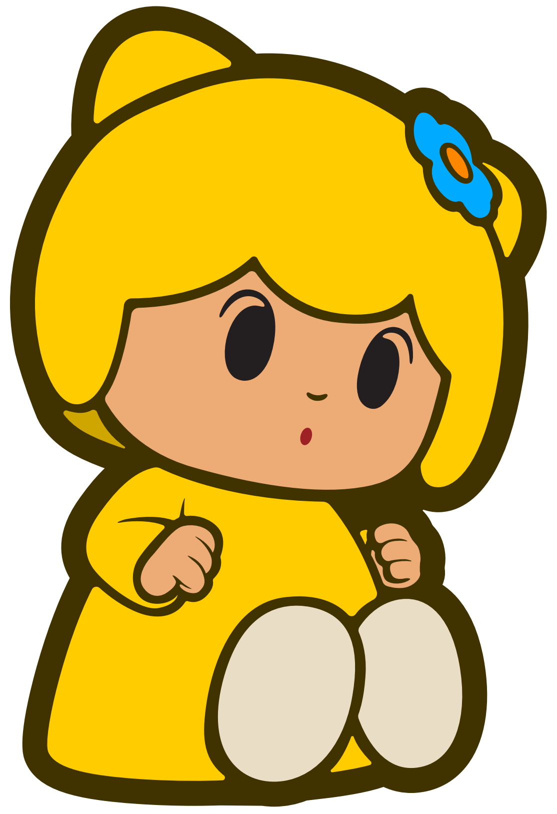
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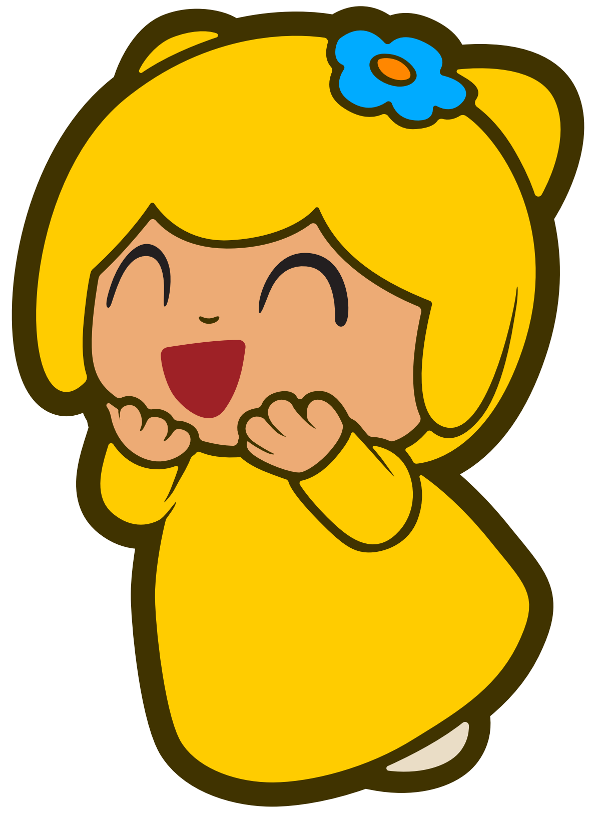
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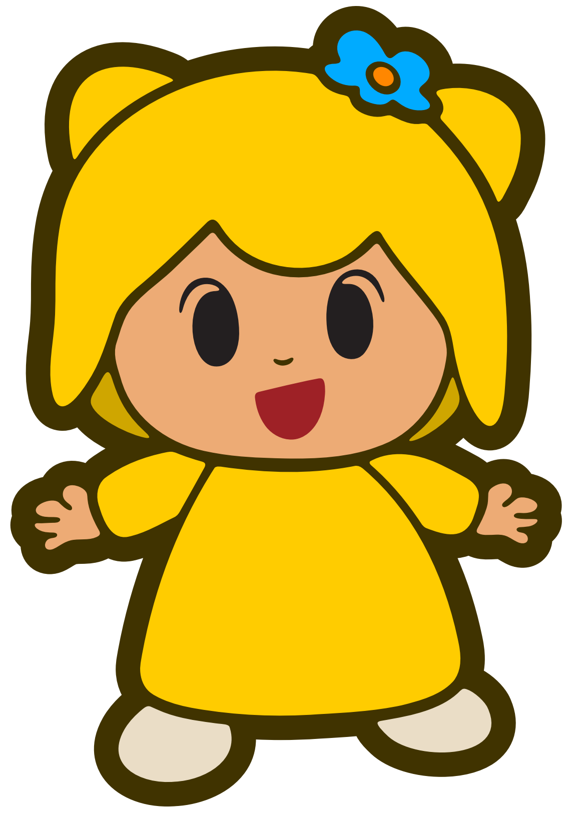
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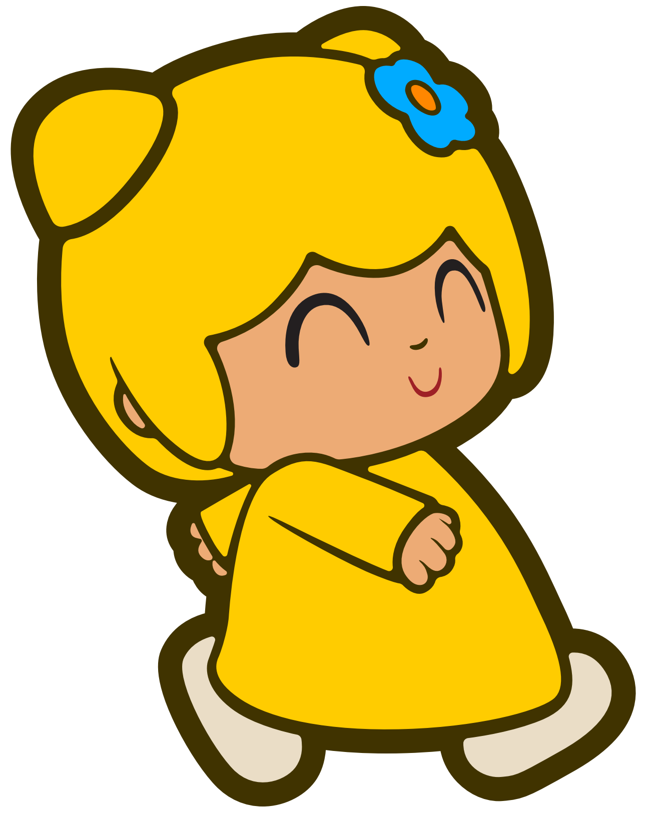
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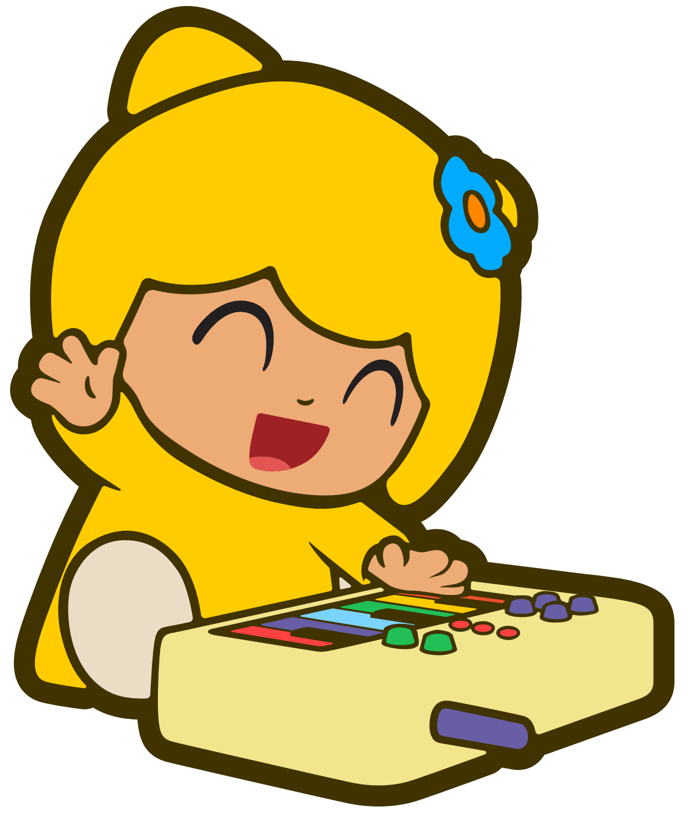
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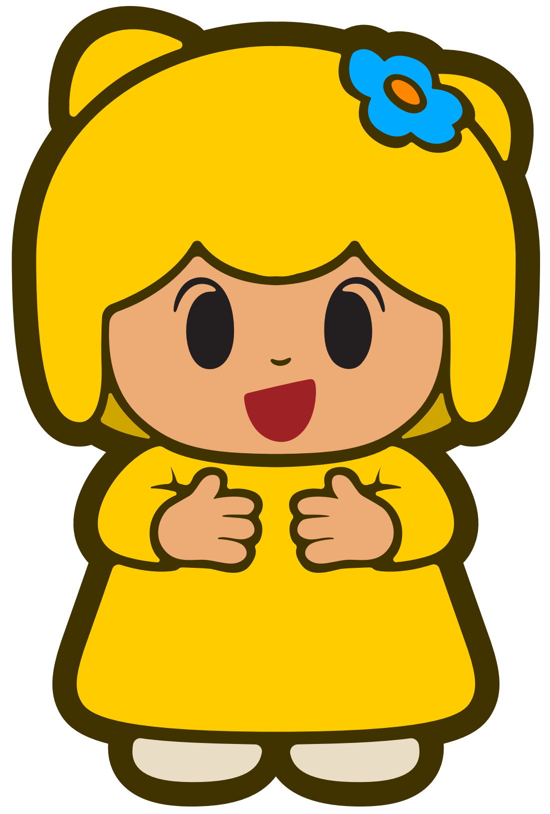
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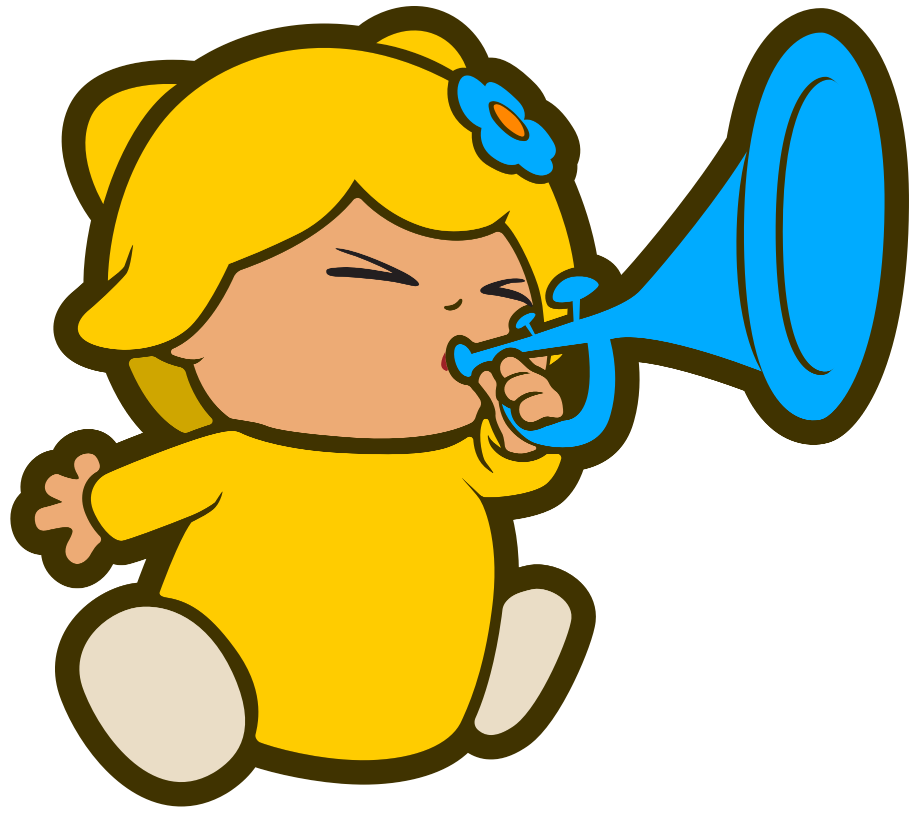
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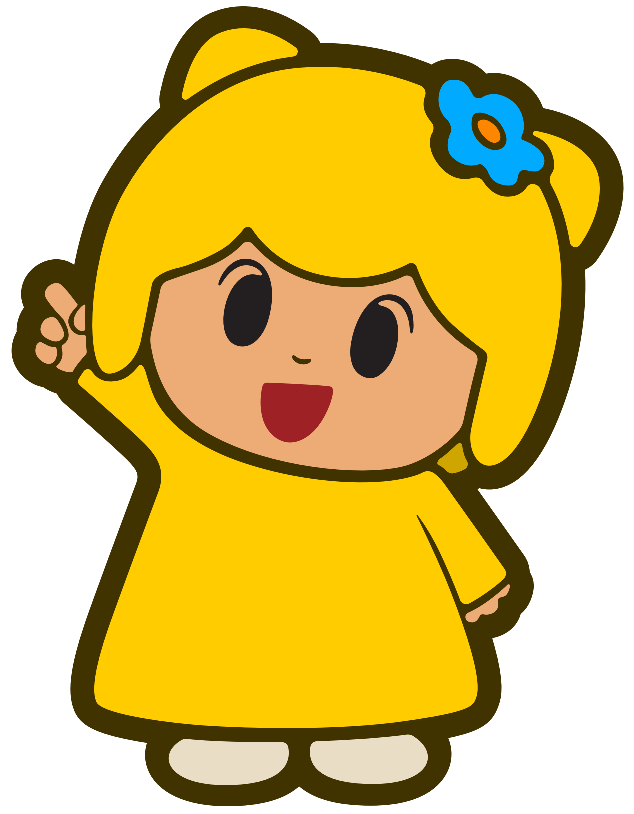
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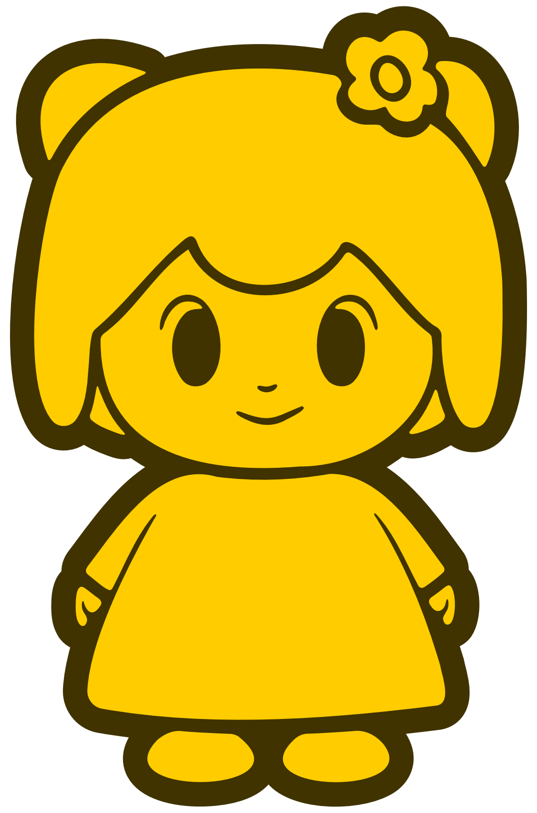
Bea

2D Poses

One Colour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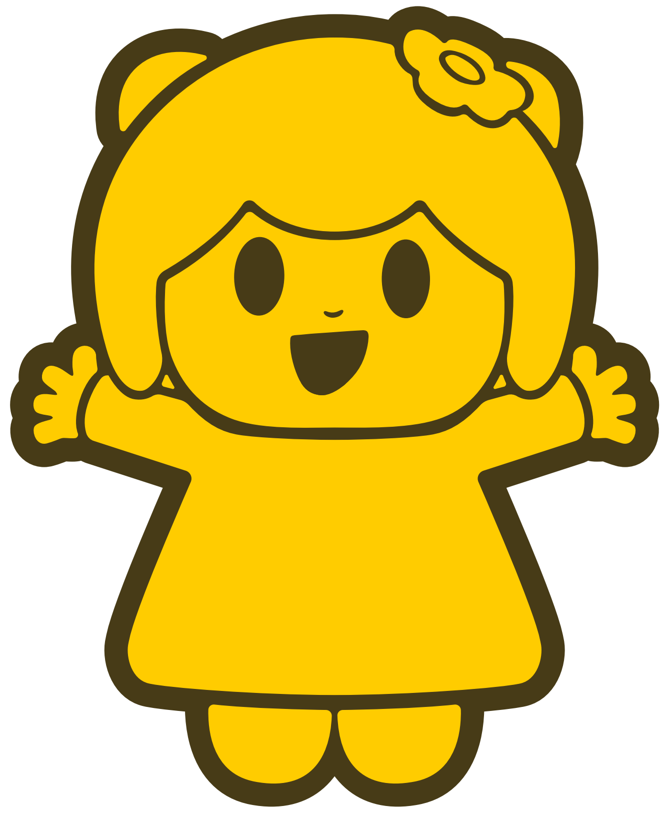
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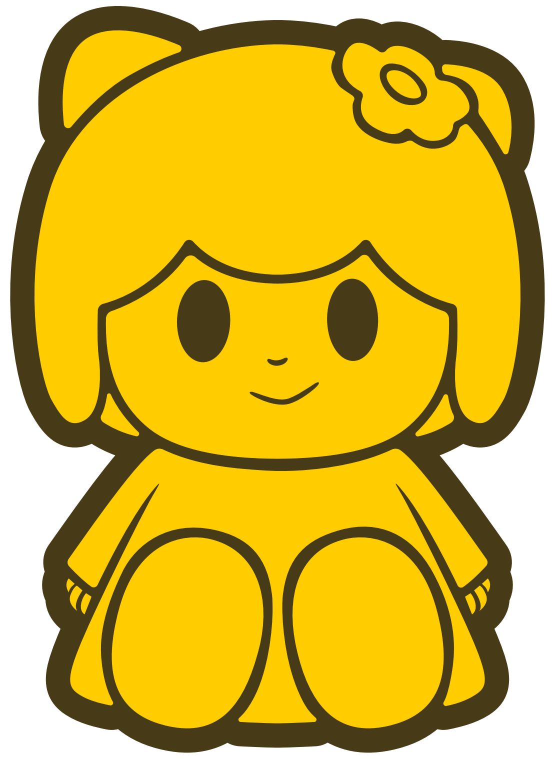
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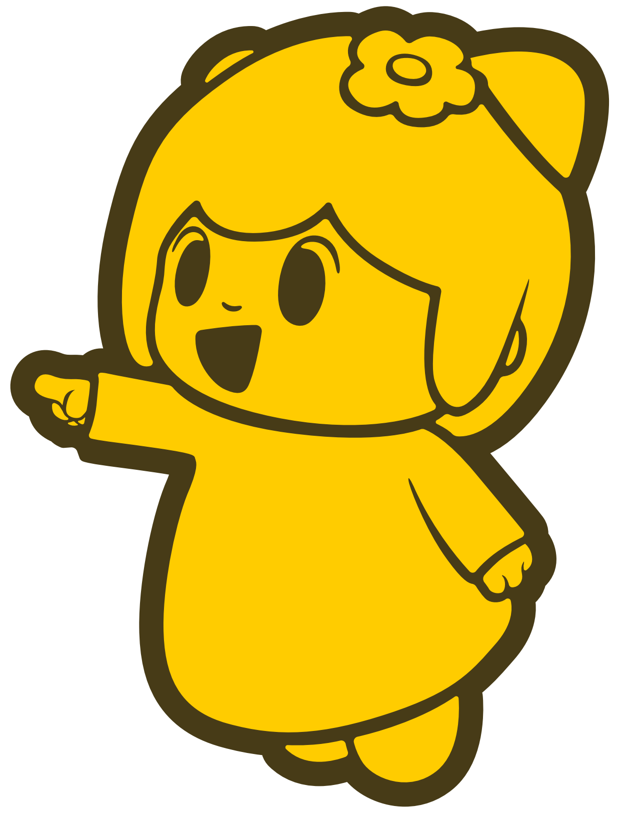
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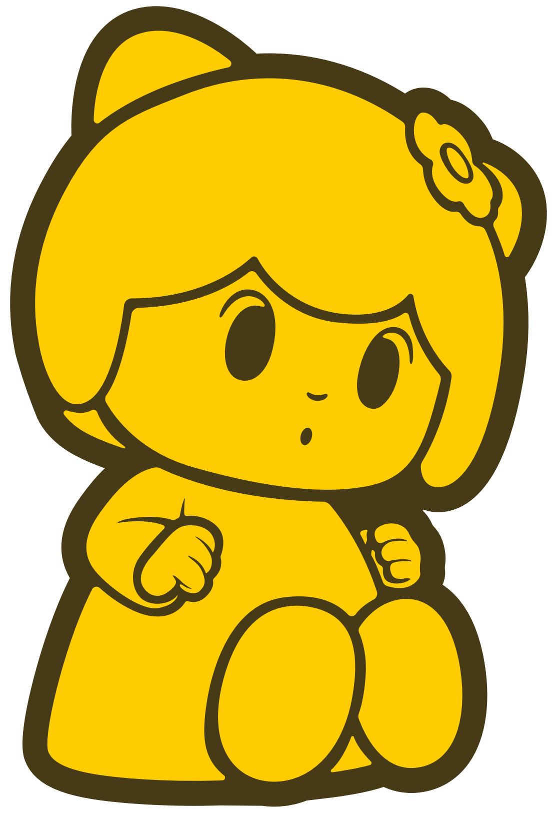
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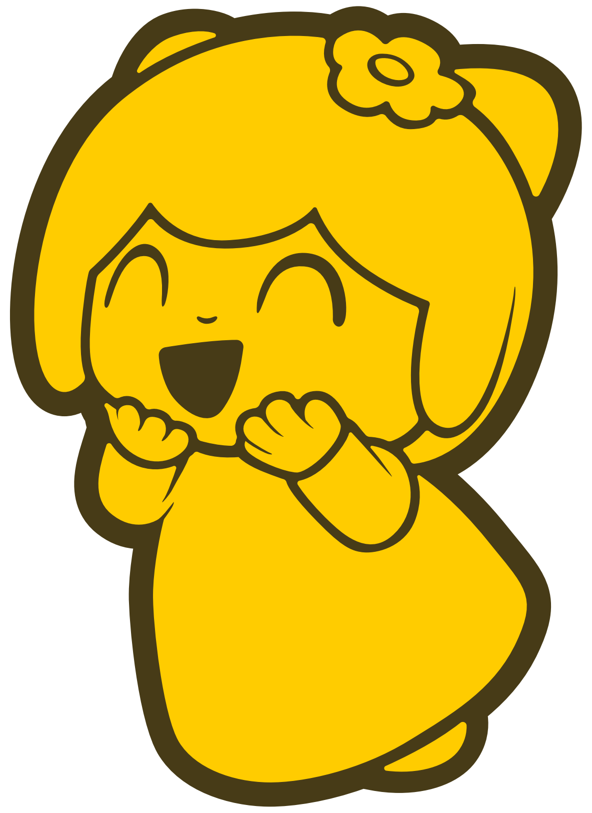
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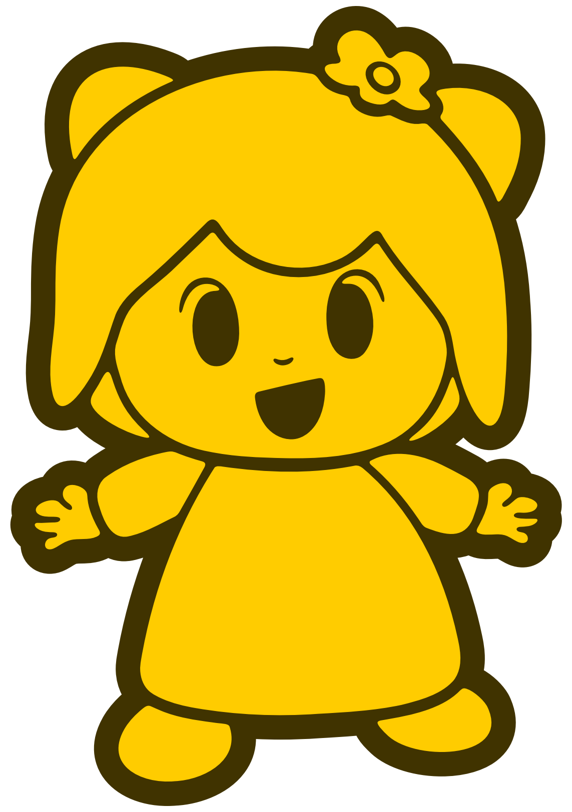
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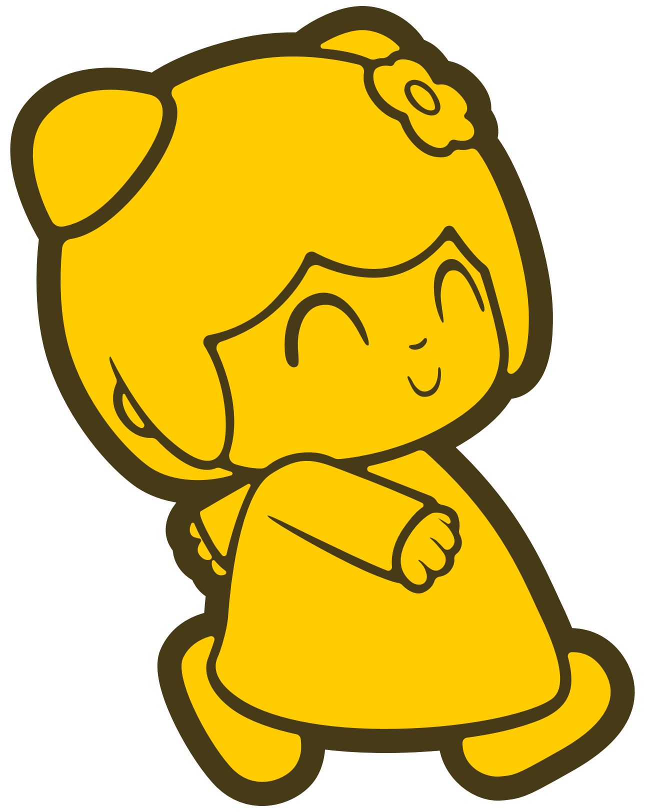
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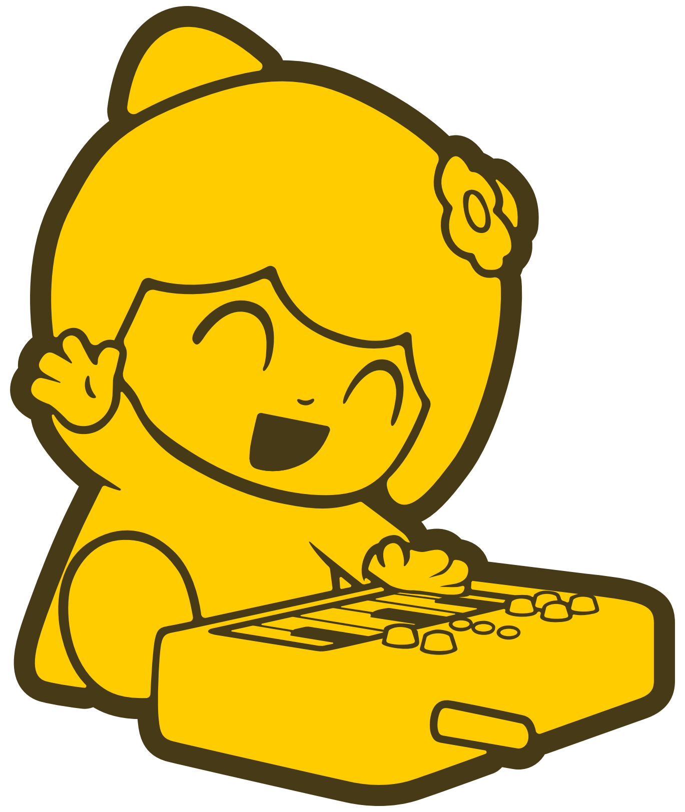
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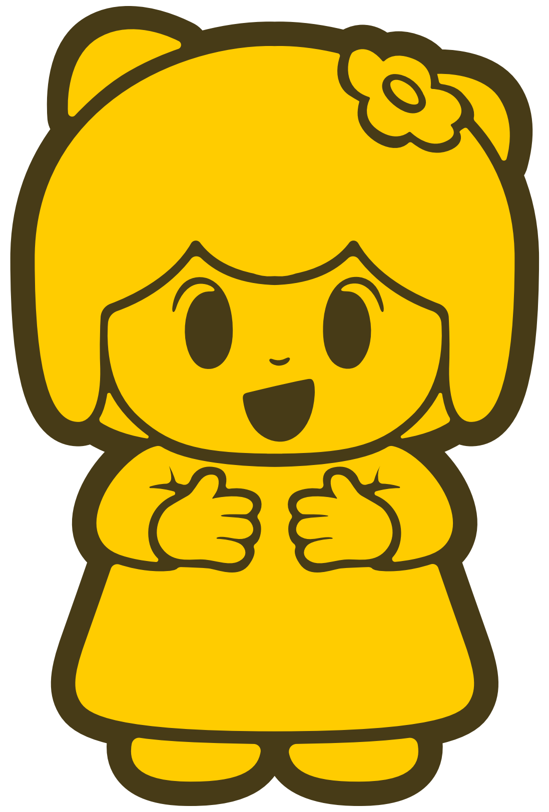
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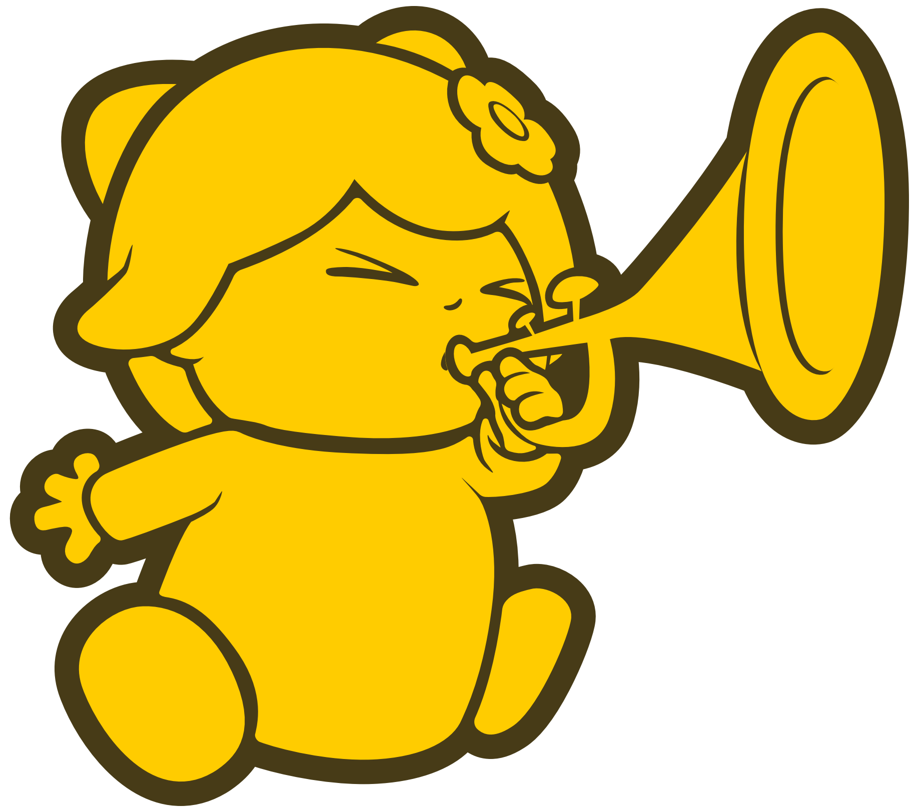
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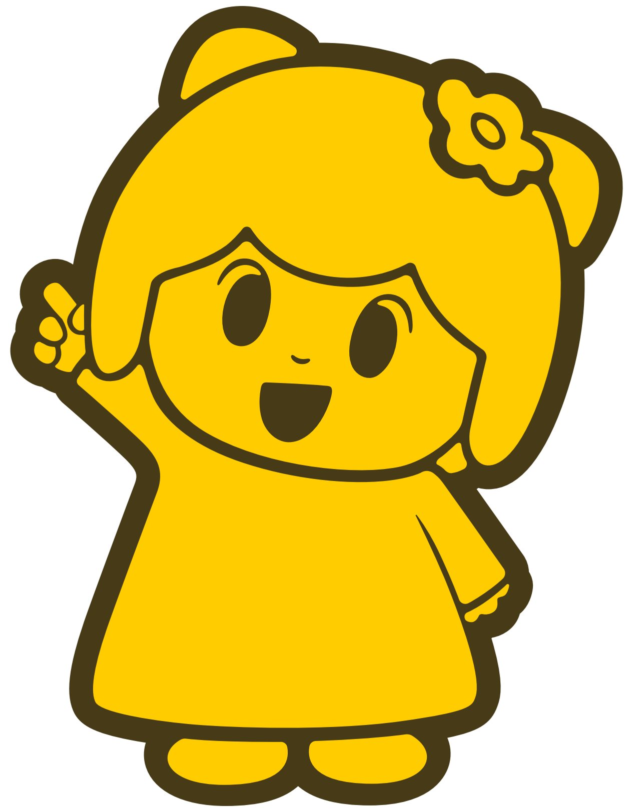
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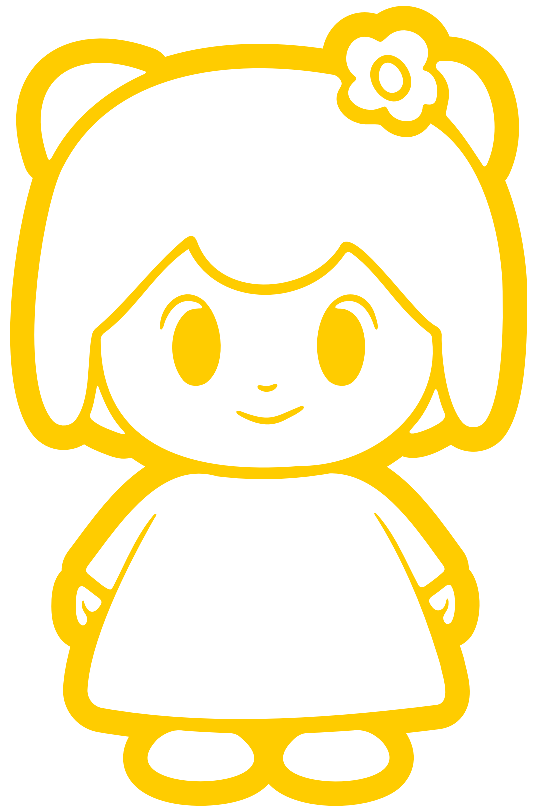
Bea

2D Poses

Line Art Light



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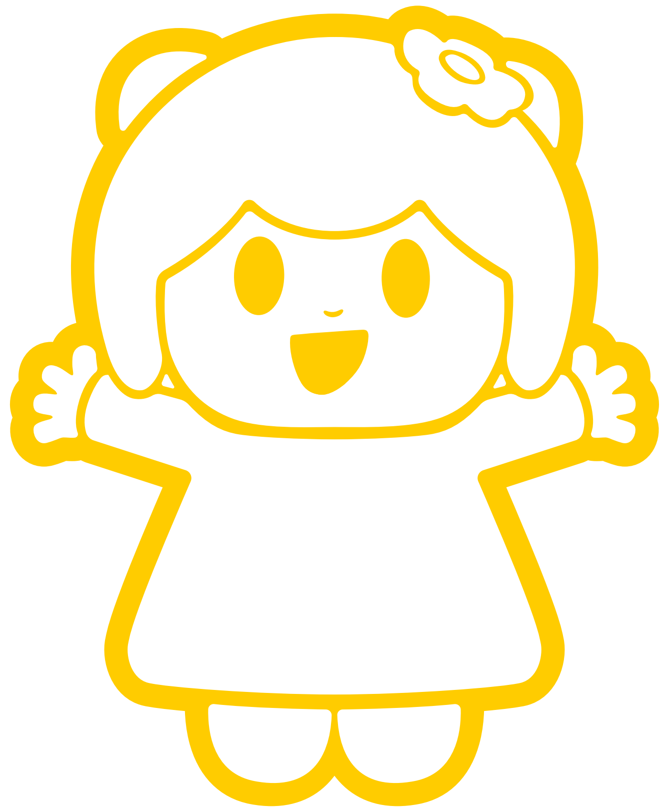

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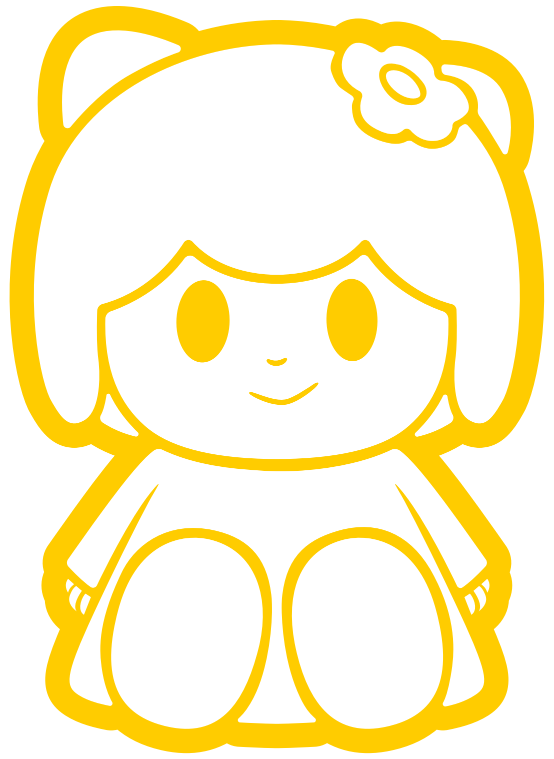

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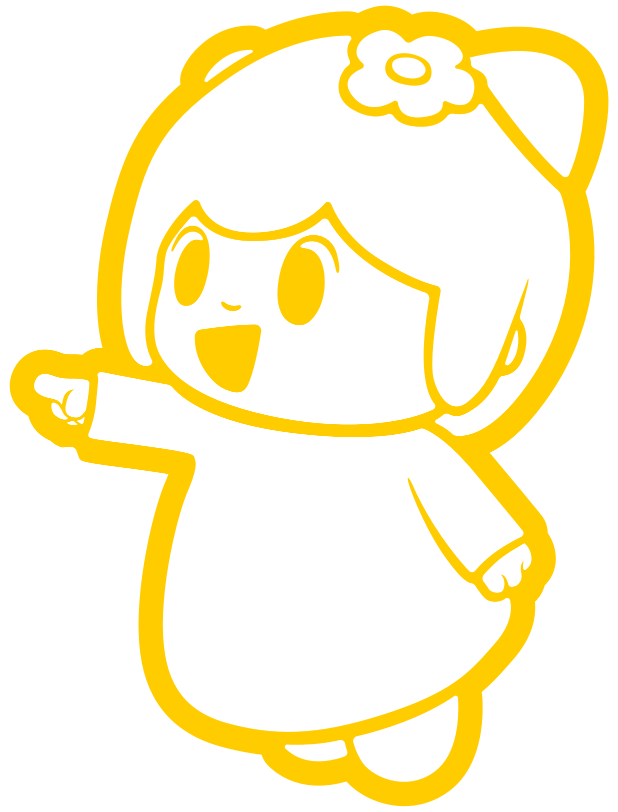

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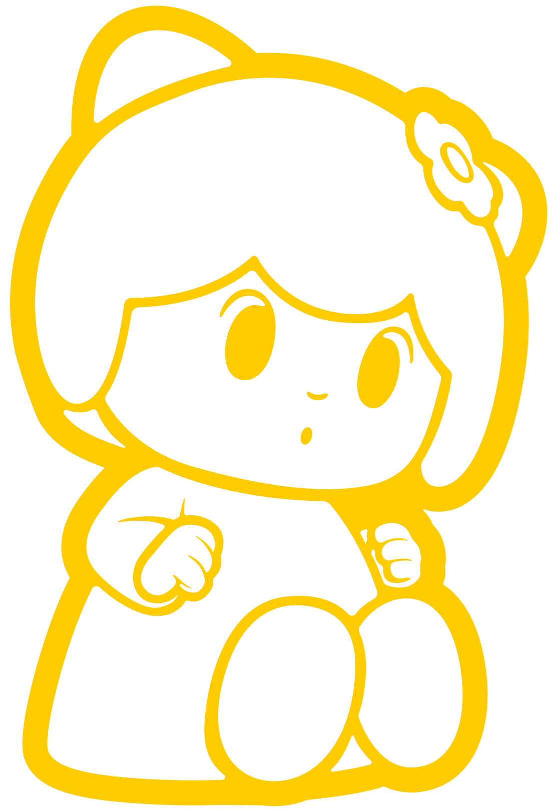

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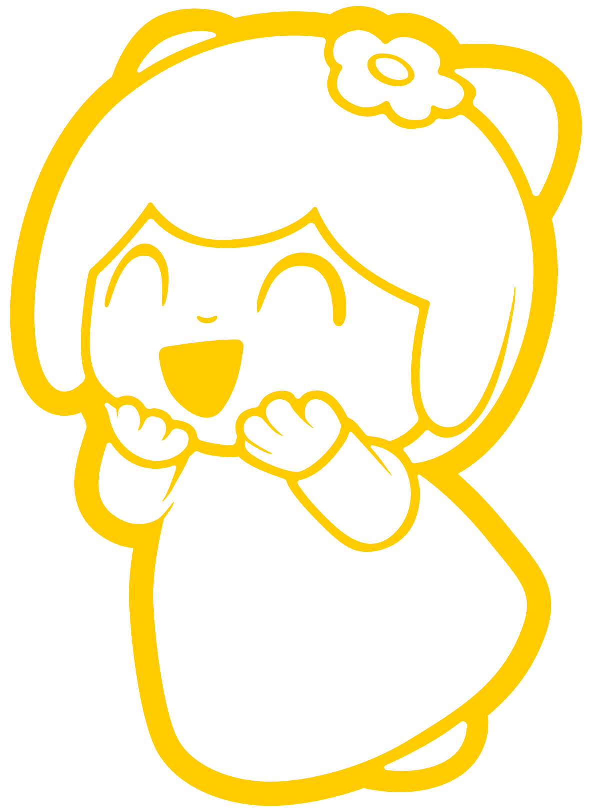

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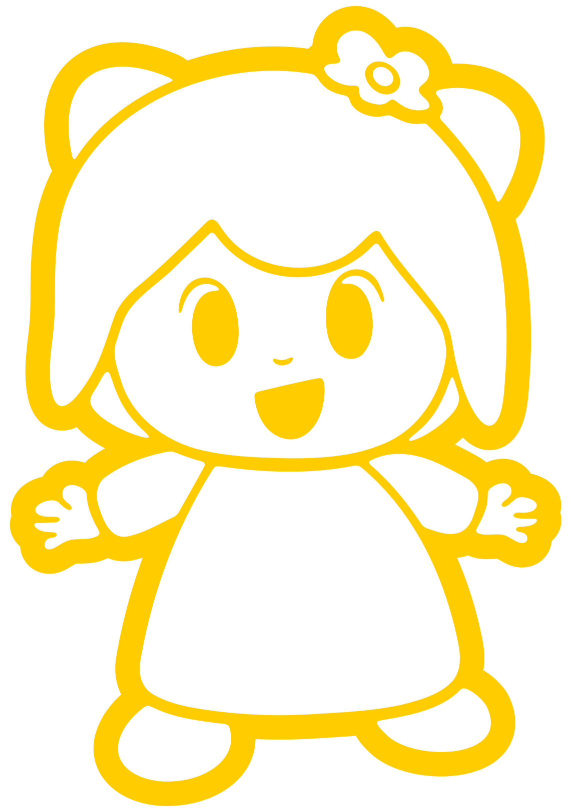

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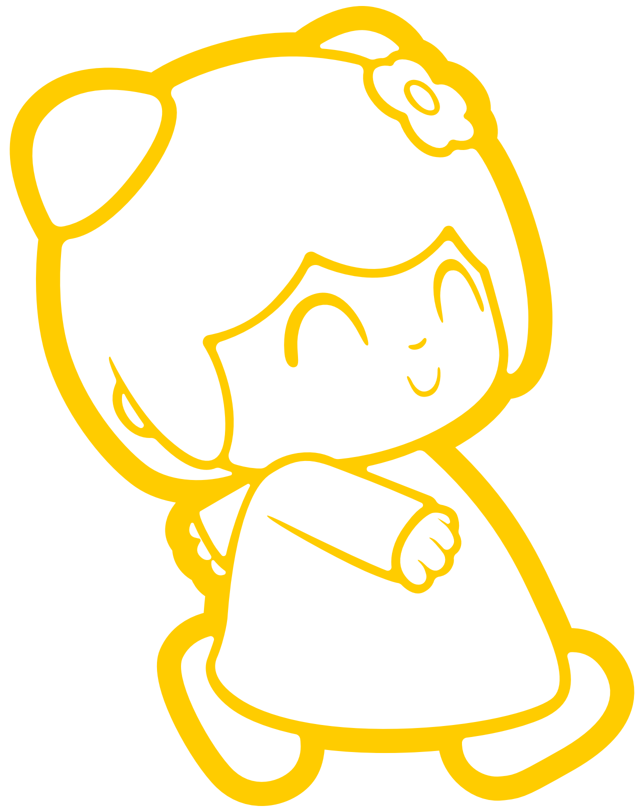

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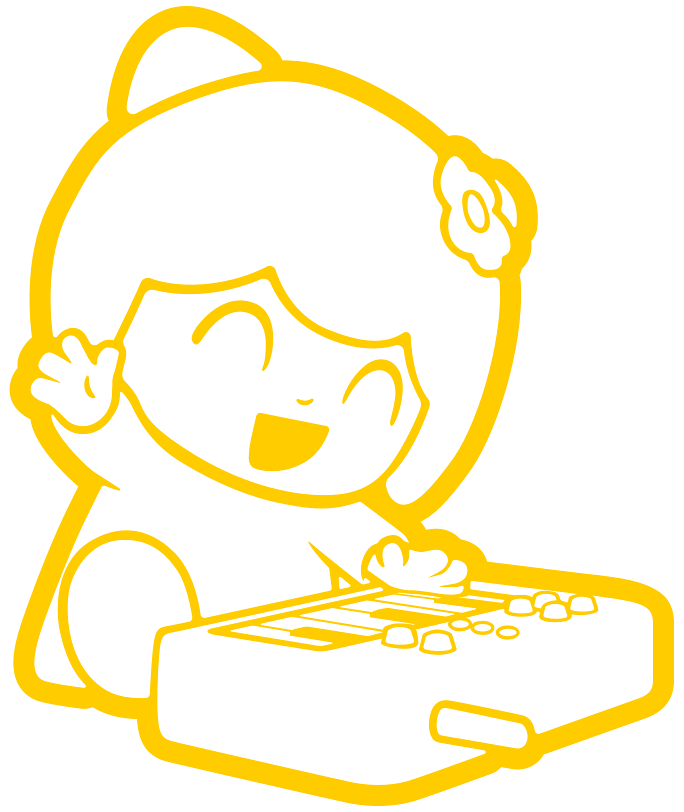

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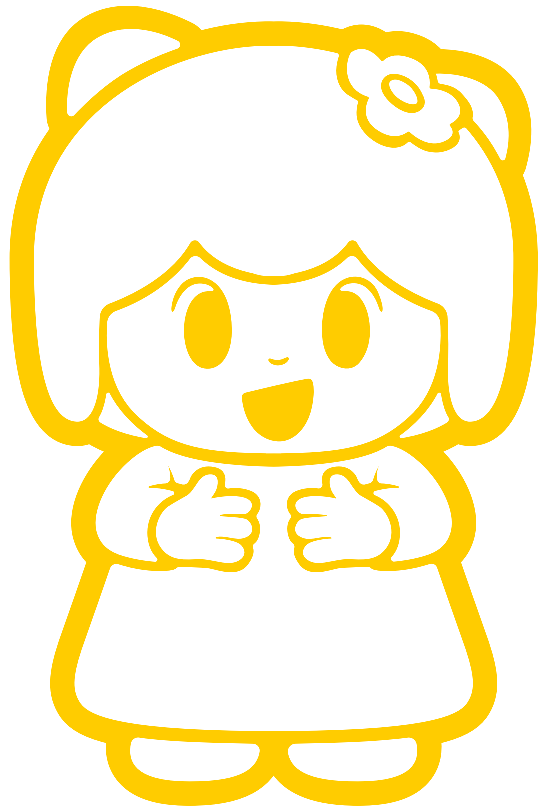

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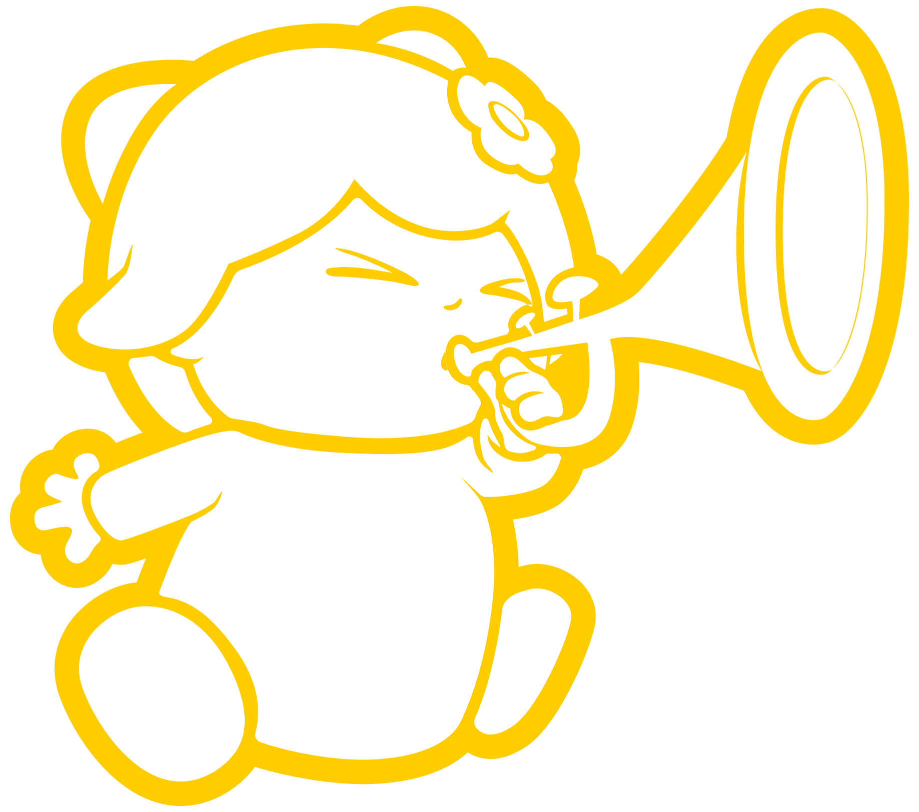

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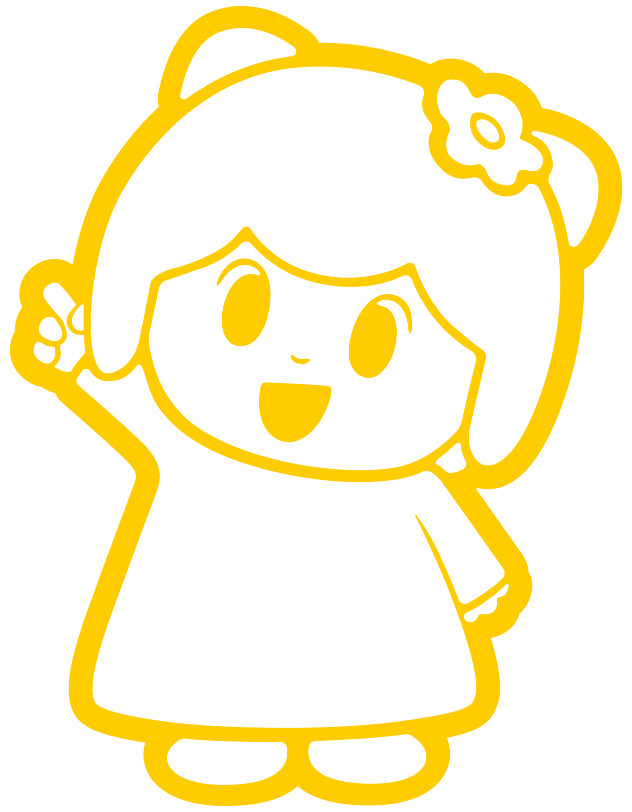

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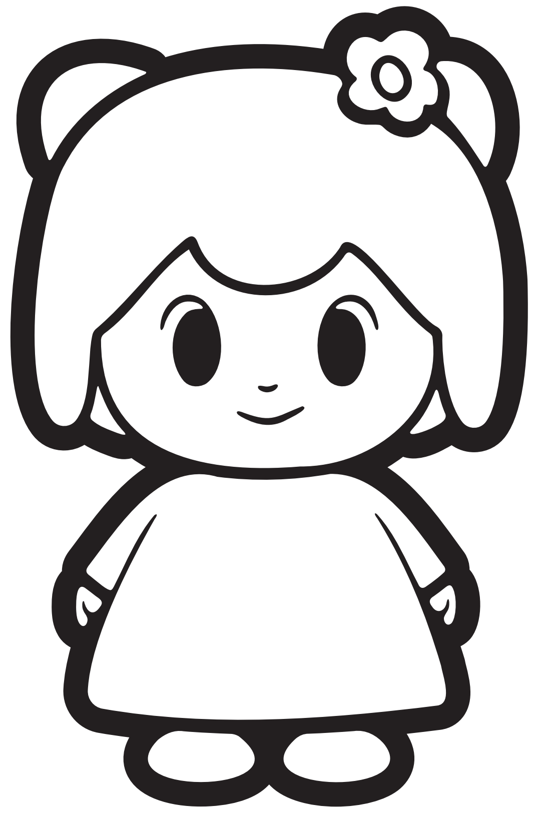
Bea

2D Poses

Line Art Dark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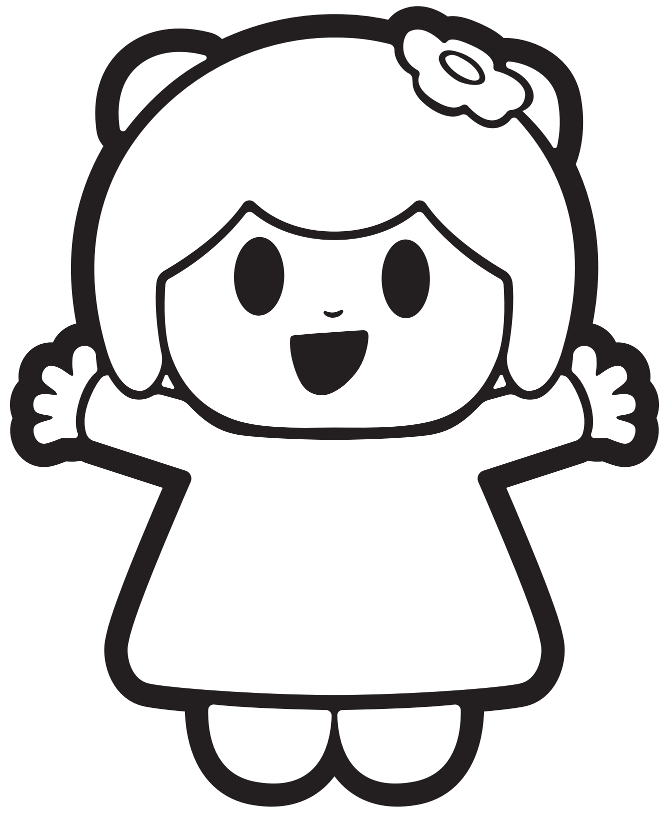
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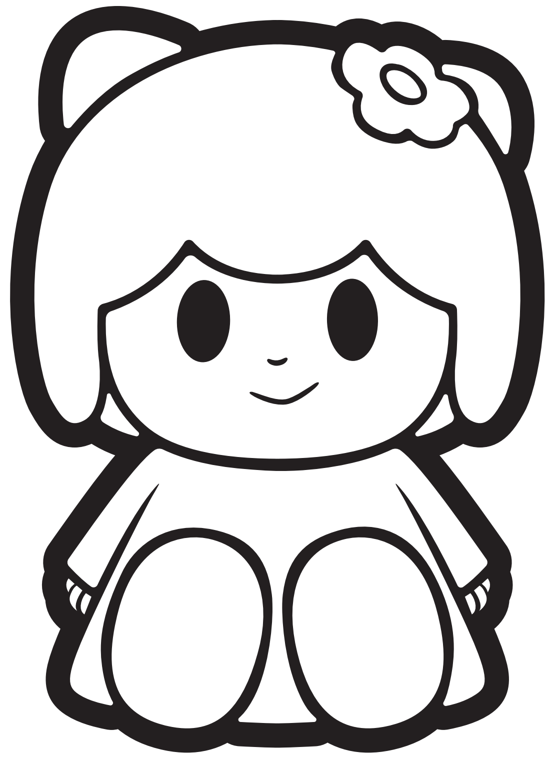
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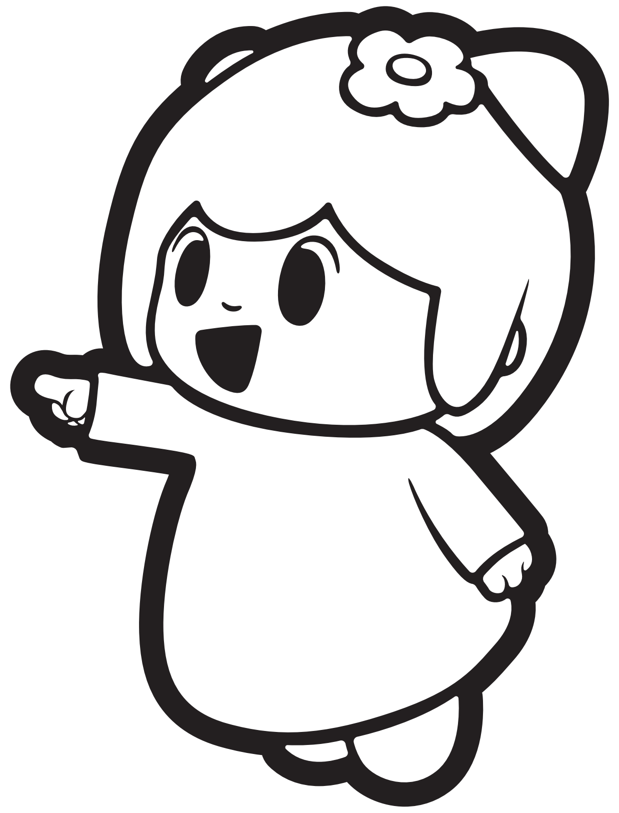
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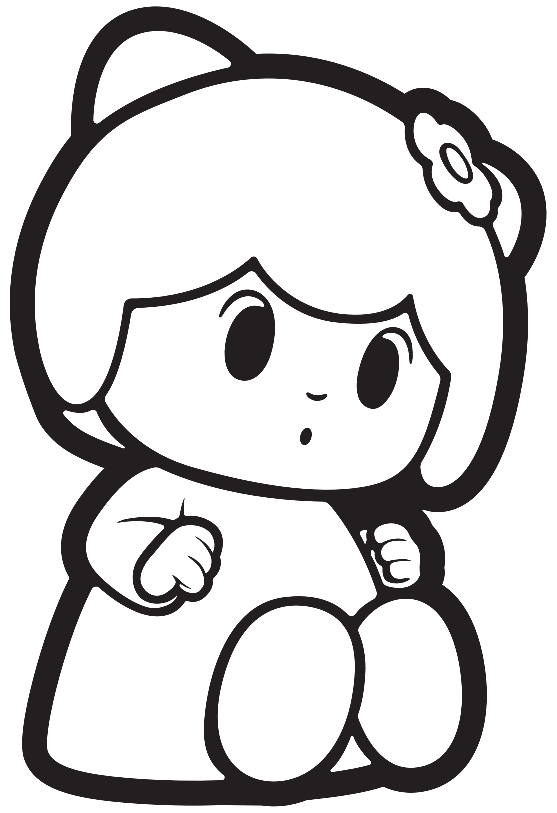
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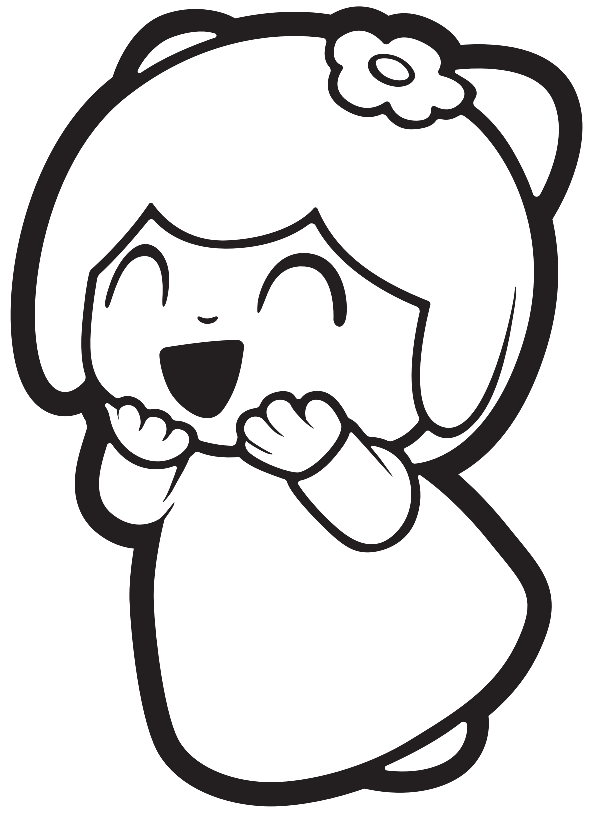
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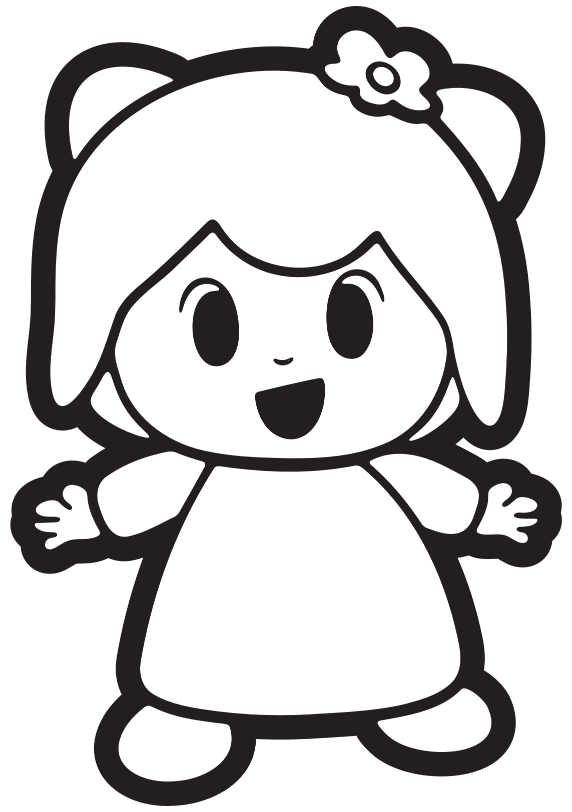
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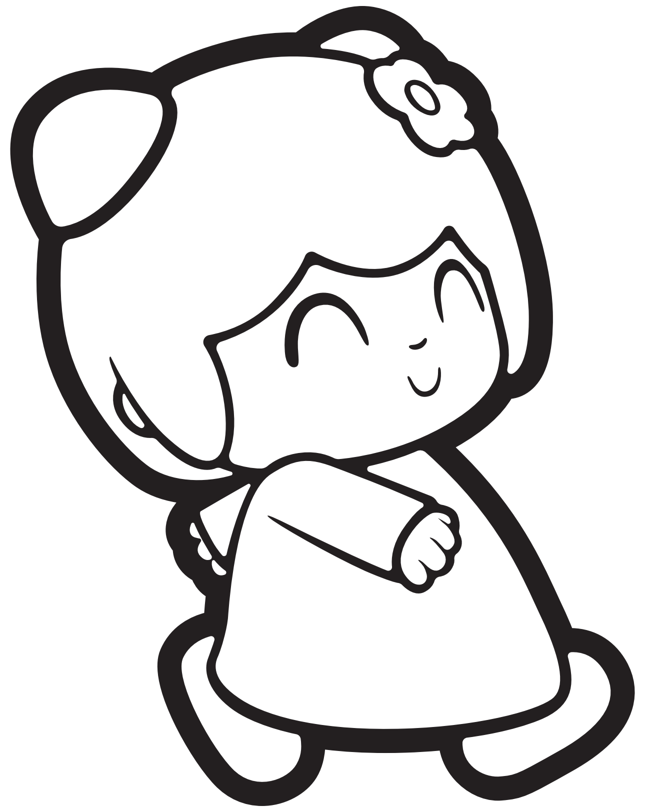
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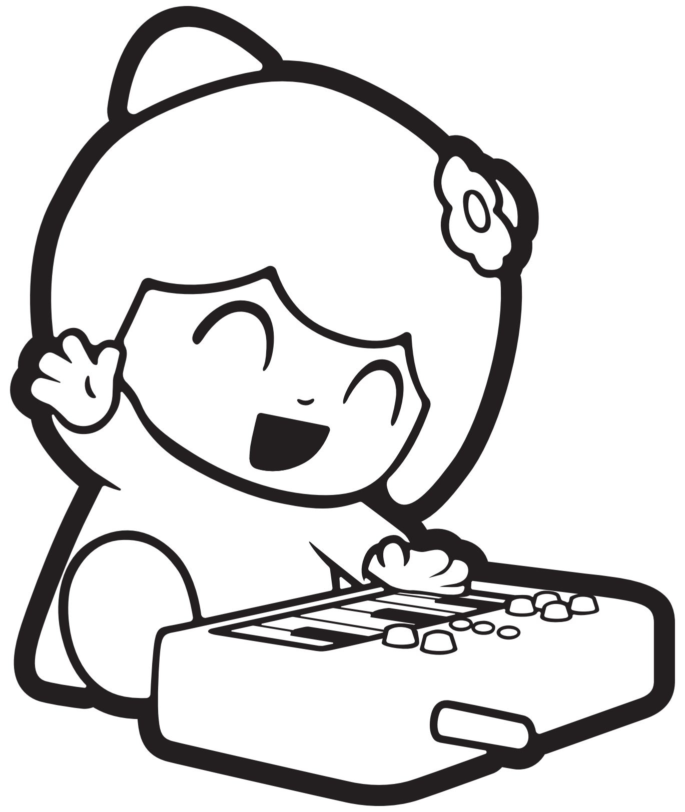
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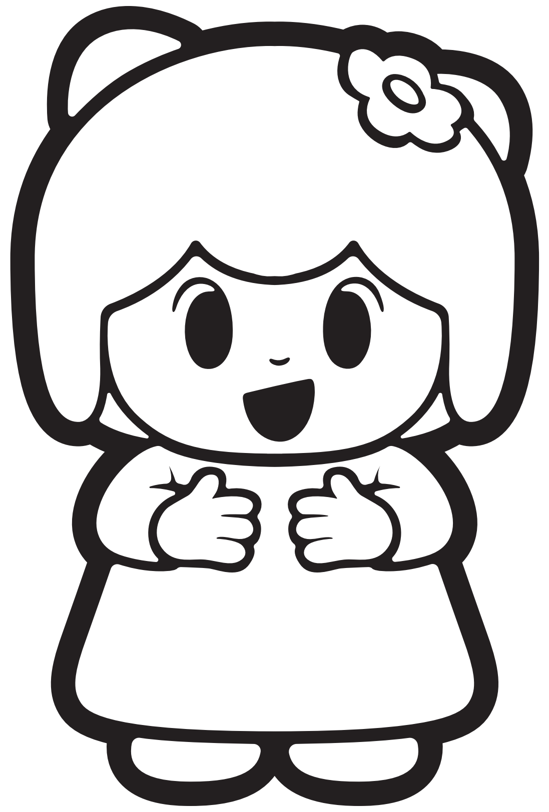
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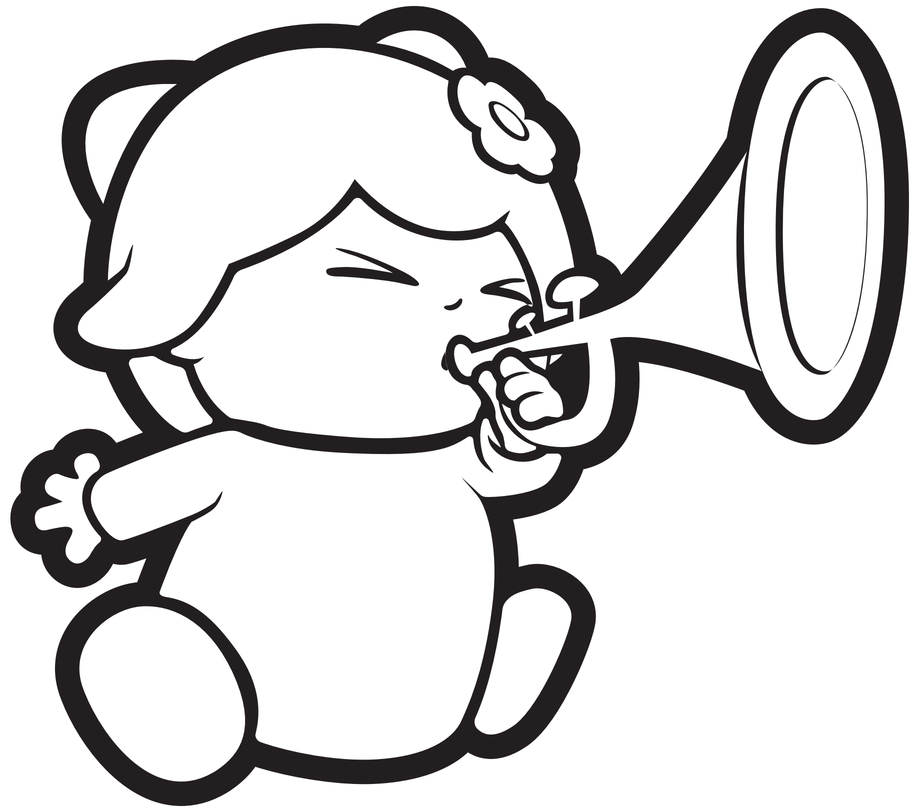
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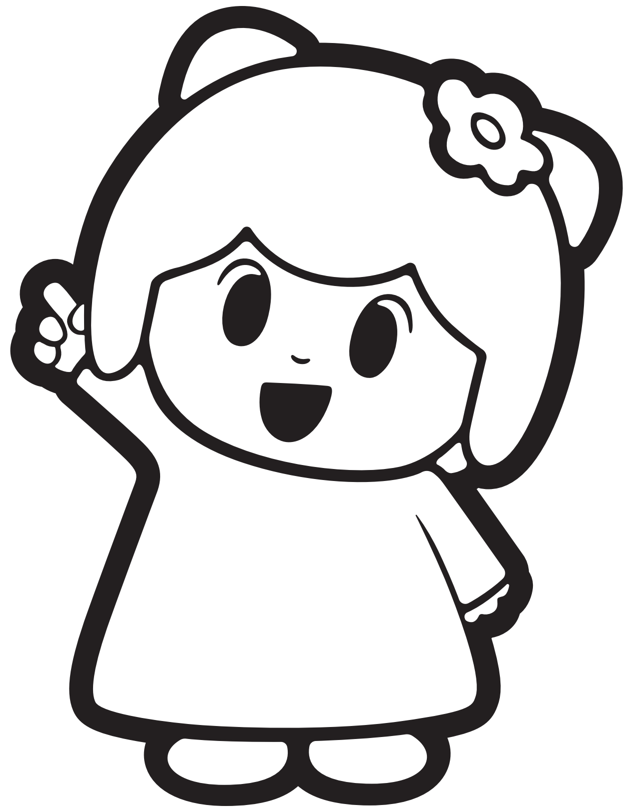
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TYPOGRAPHY

Pato

A moment of calm!

AaBbCc0123

Ruddy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,-./:;<=>?@[\]^_{|}~
0123456789

Ruddy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,-./:;<=>?@[\]^_{|}~
0123456789

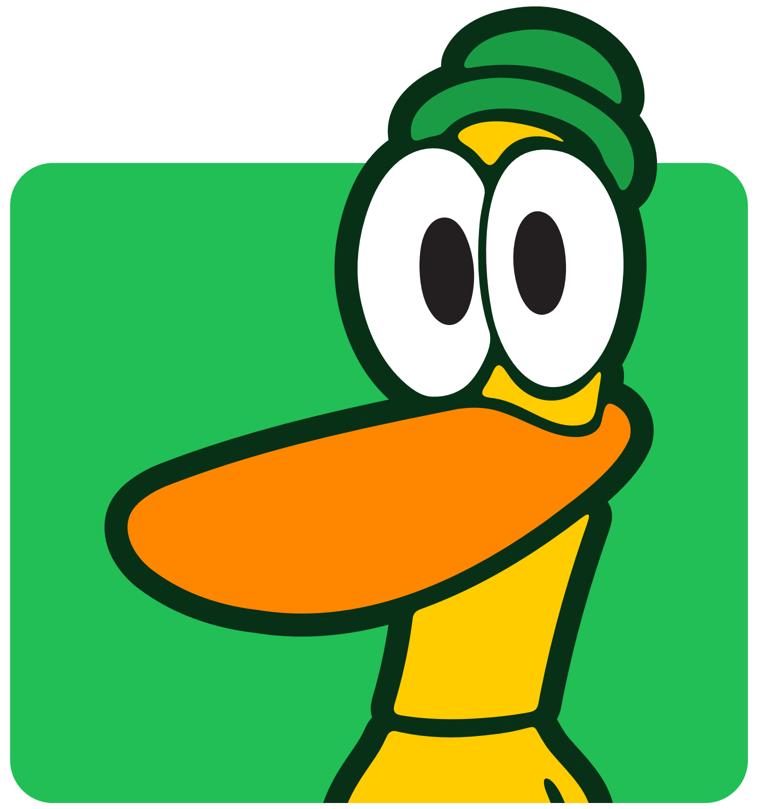
VERBAL RESOURCES

- **A moment of calm!**
- **A book is a peaceful escape**
- **Quiet! – Read! – Calm**
- **Quack! – Hmm – Ssshh...**

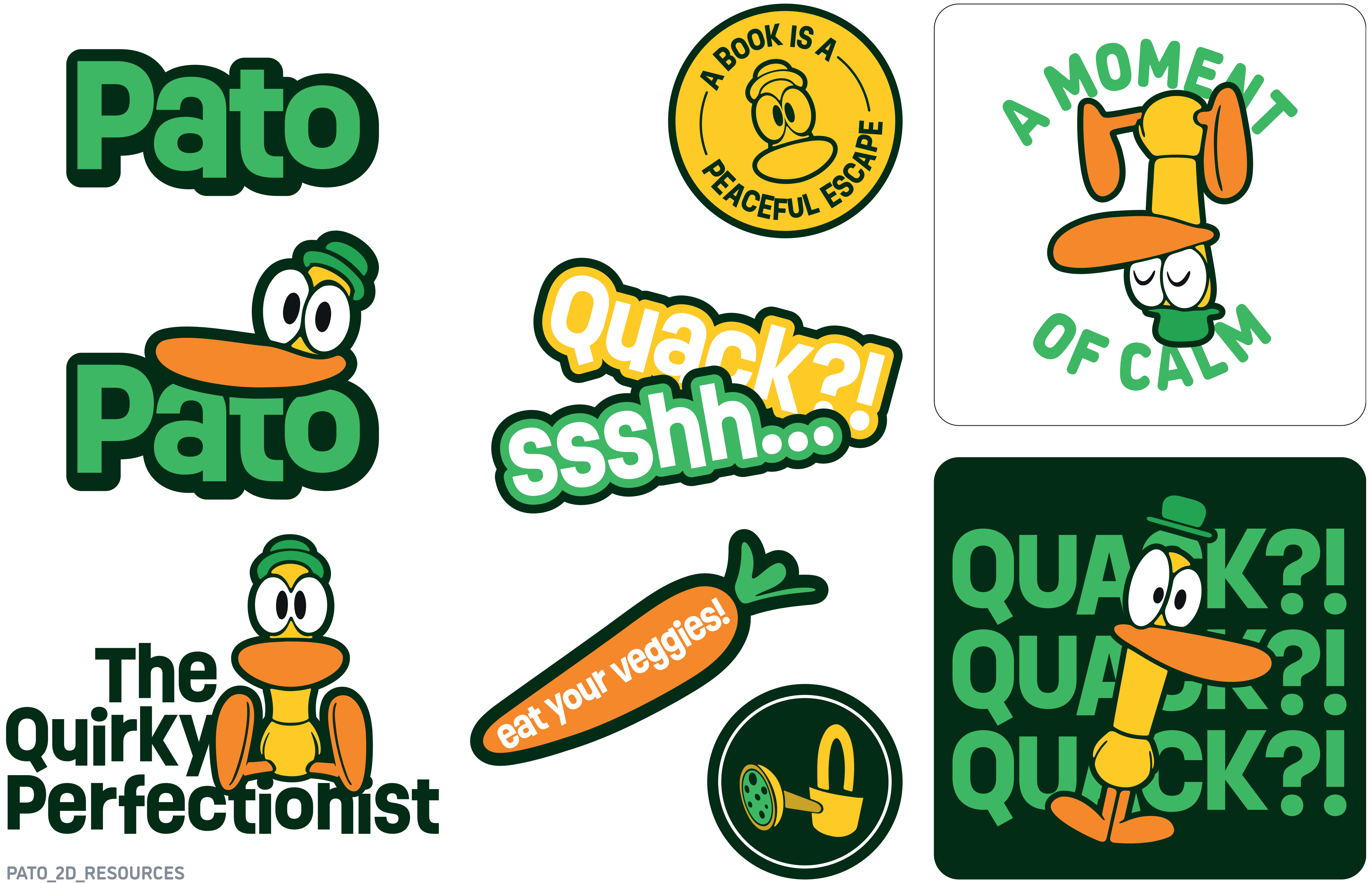
PLEASE MAKE SURE YOU USE ADOBE FONTS WITH A VALID SUBSCRIPTION

COLOUR PALETTE

YELLOW	#FFCC00 R255 G204 B0 C0 M24 Y100 K0 PANTONE 7548 C	
GREEN	#21BF55 R33 G191 B85 C80 M0 Y86 K0 PANTONE 2257 C	
DARK GREEN	#083017 R8 G48 B23 C89 M53 Y87 K69 PANTONE 5535 C	
WHITE	#FFFFFF R255 G255 B255 C0 M0 Y0 K0	



GRAPHIC RESOURCES AND INSPIRATION

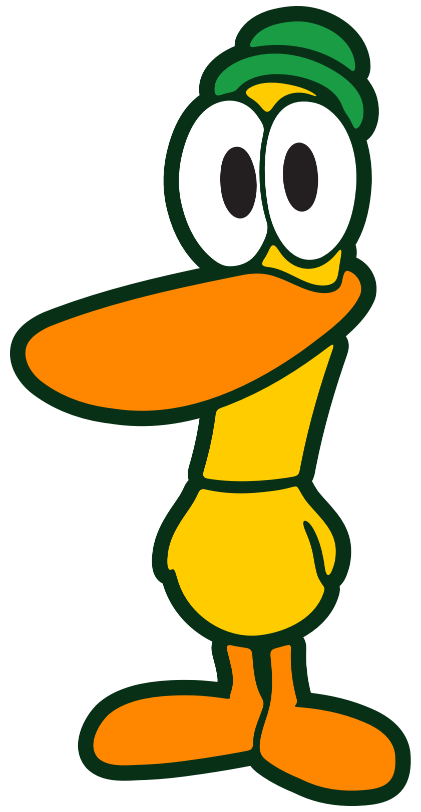

Pato
A BOOK IS A PEACEFUL ESCAPE
A MOMENT OF CALM
Pato
Quack?!
ssshh...
The Quirky Perfectionist
eat your veggies!
QUACK?!
QUACK?!
QUACK?!

PATO_2D_RESOURCES

Pato

2D Poses

Full Colour & One Colour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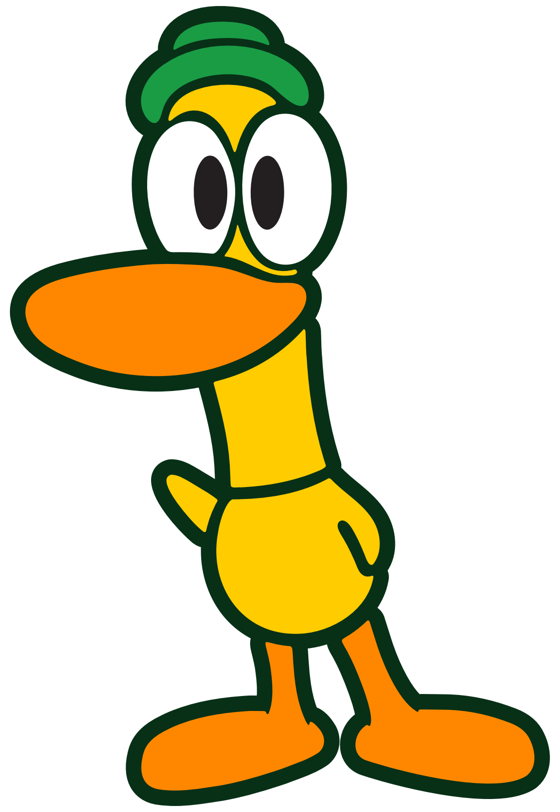
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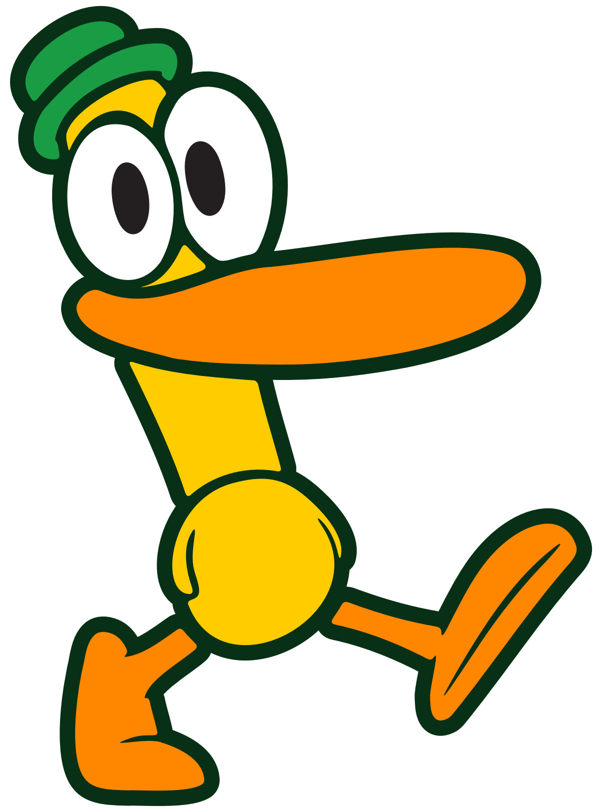
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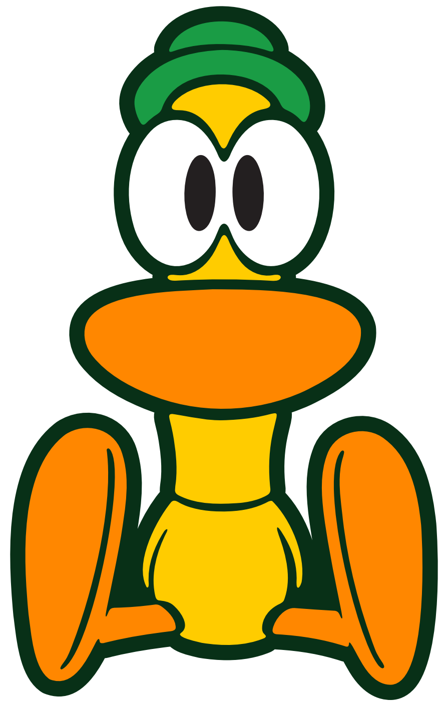
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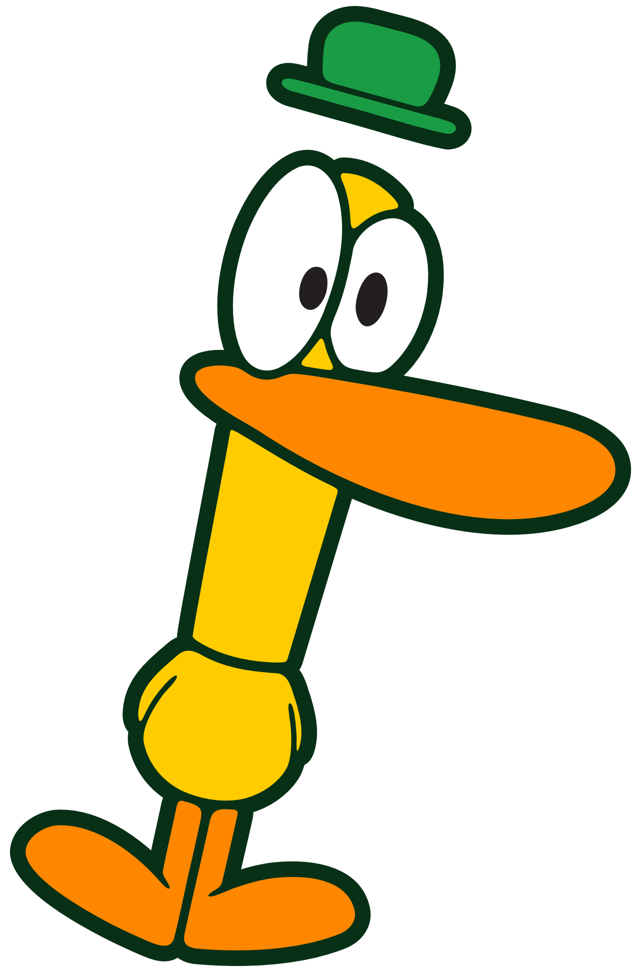
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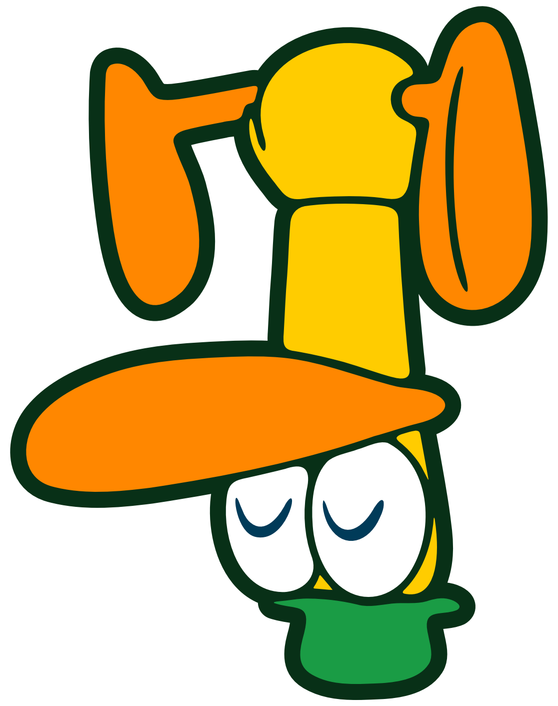
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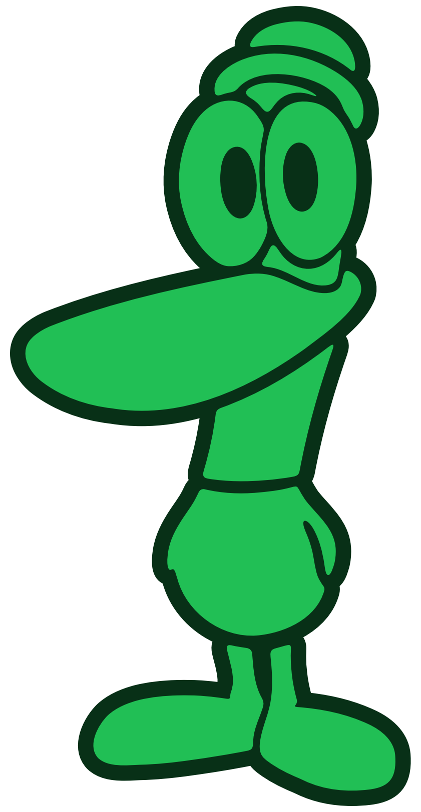
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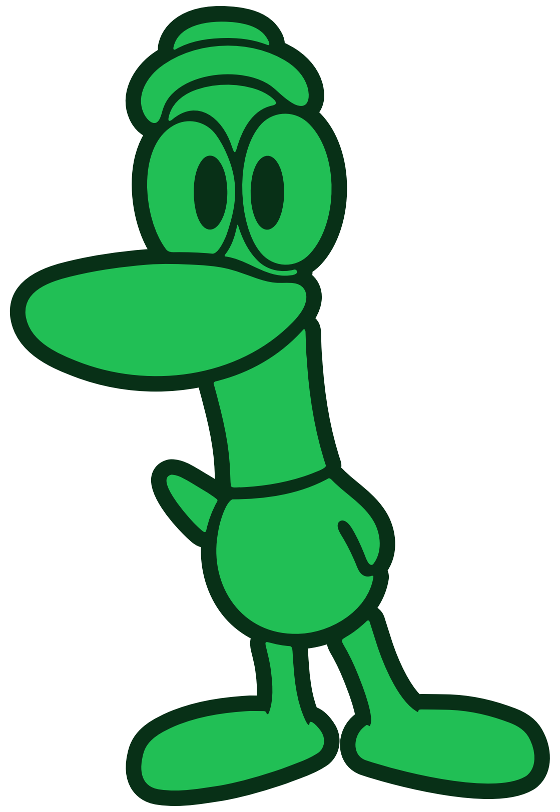
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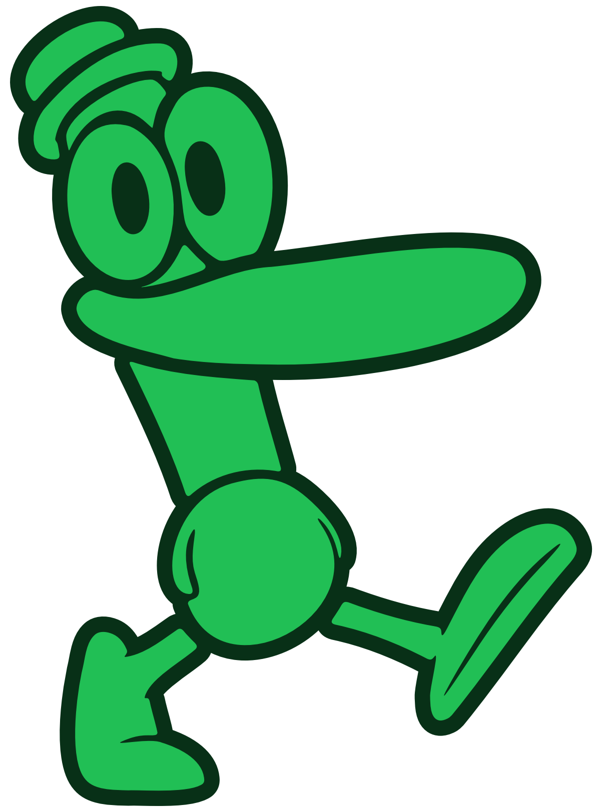
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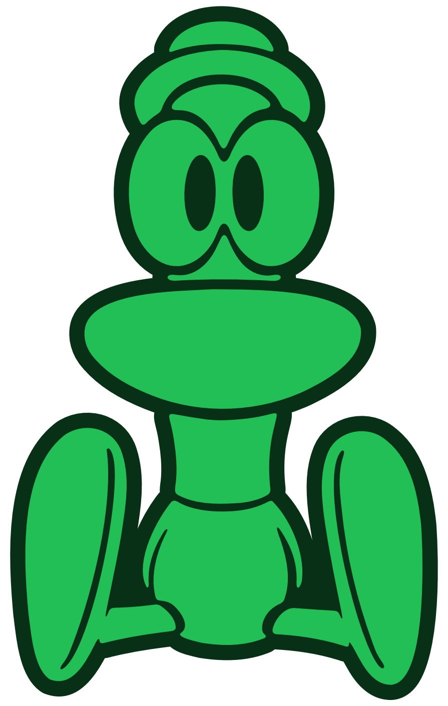
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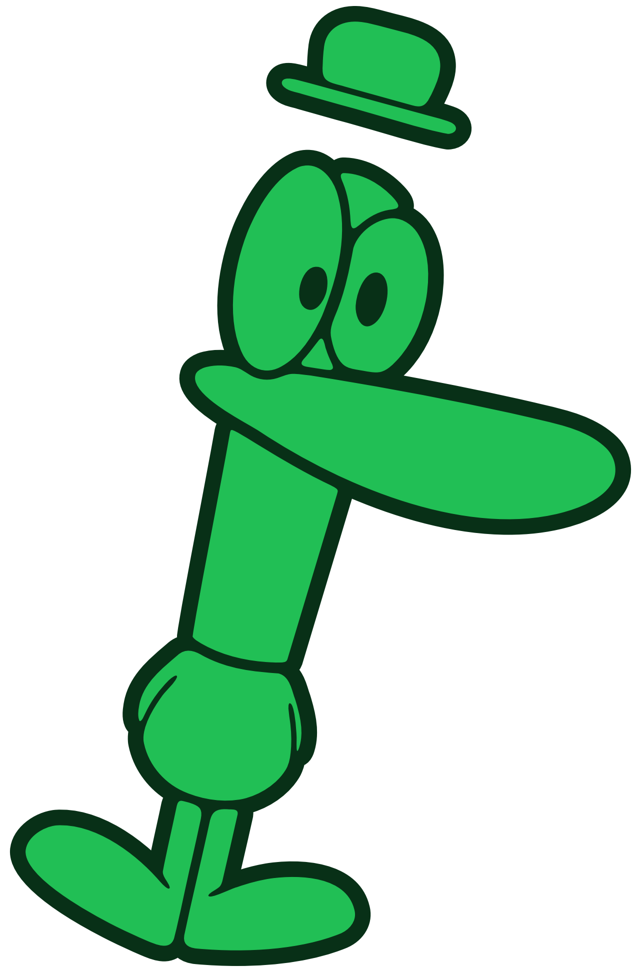
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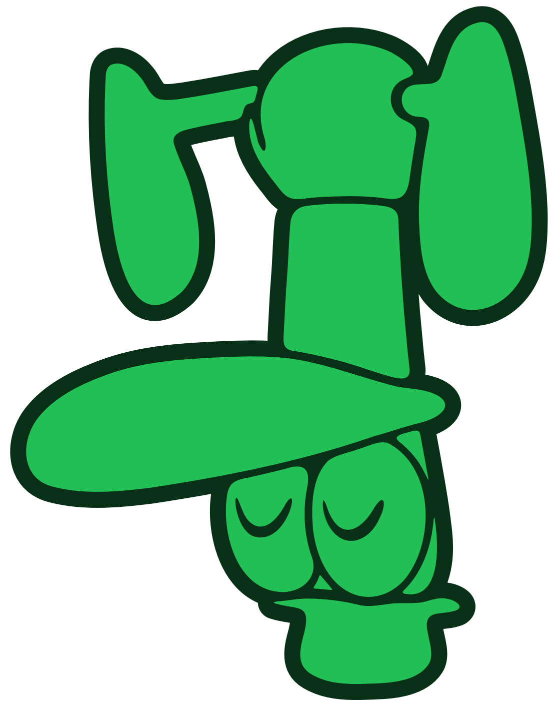
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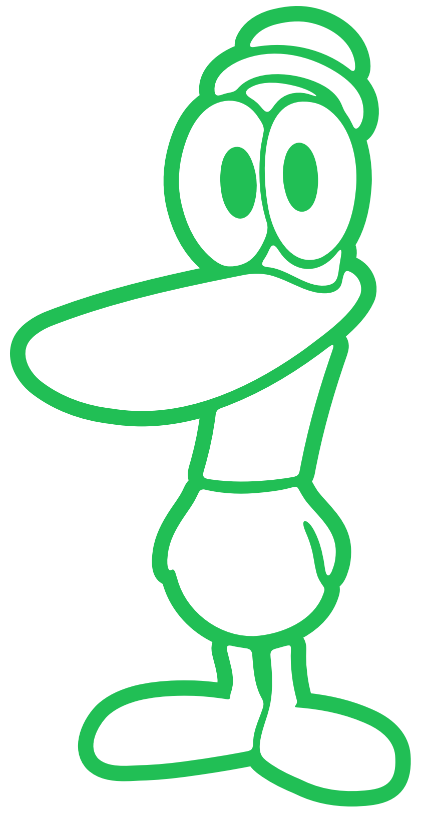
Pato

2D Poses

Line Art Light & Dark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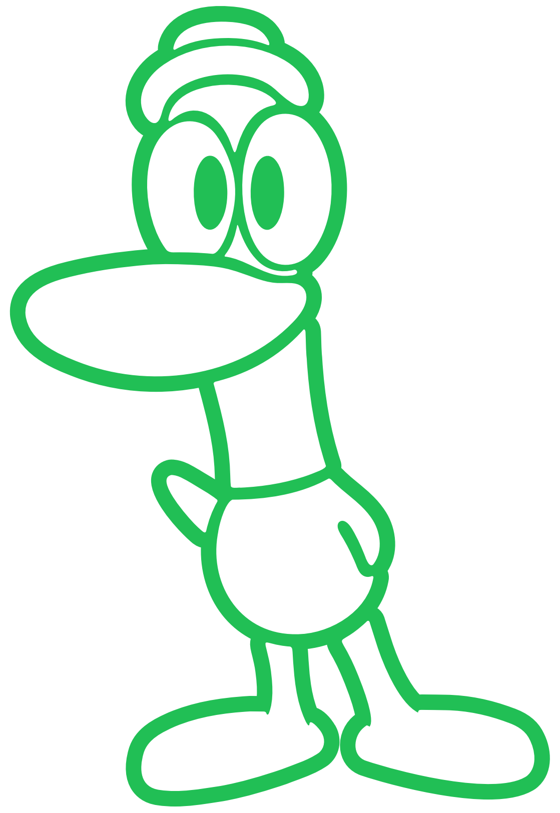
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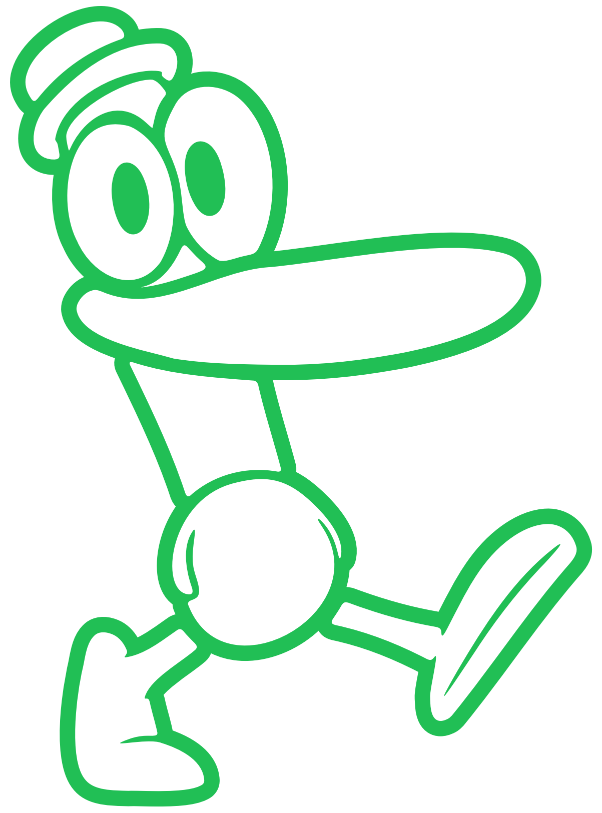
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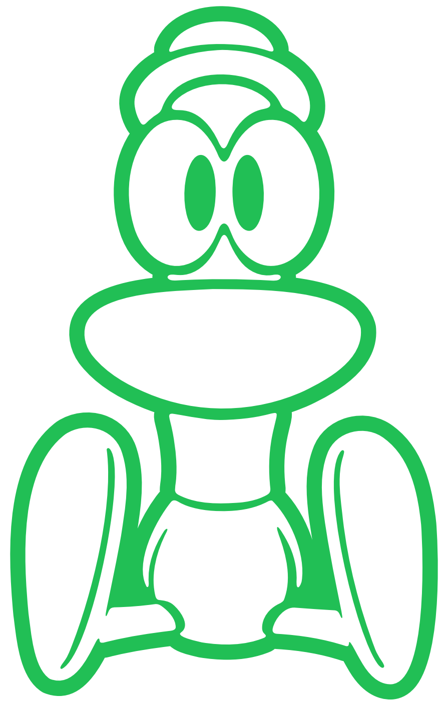
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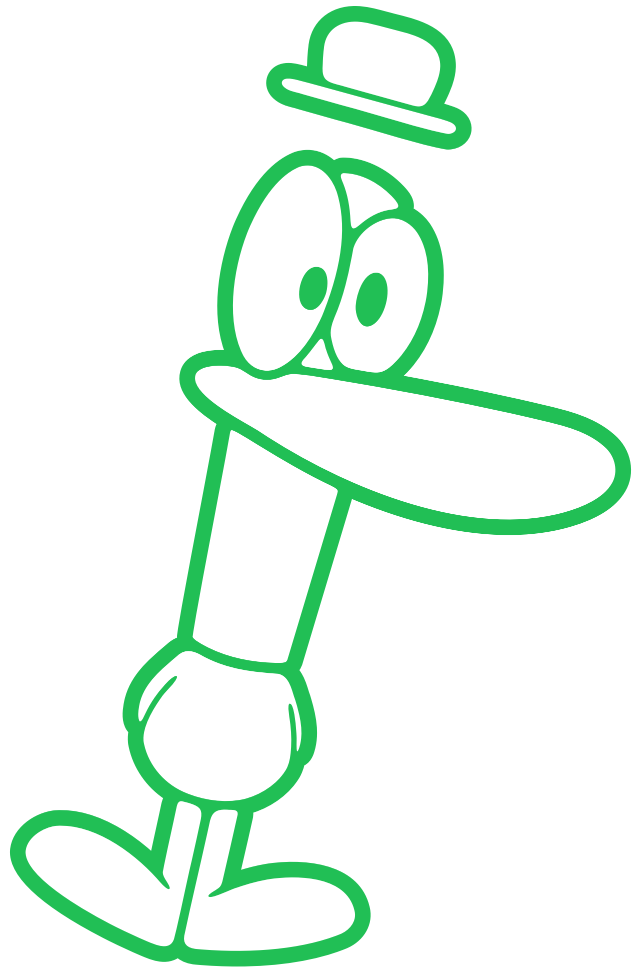
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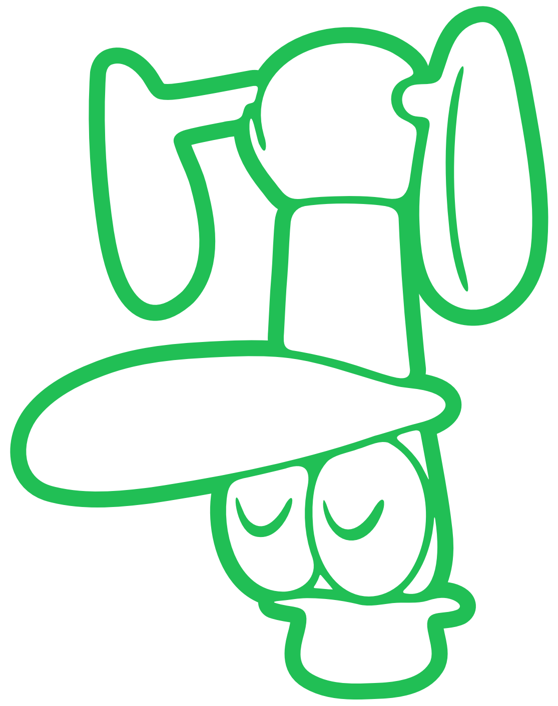
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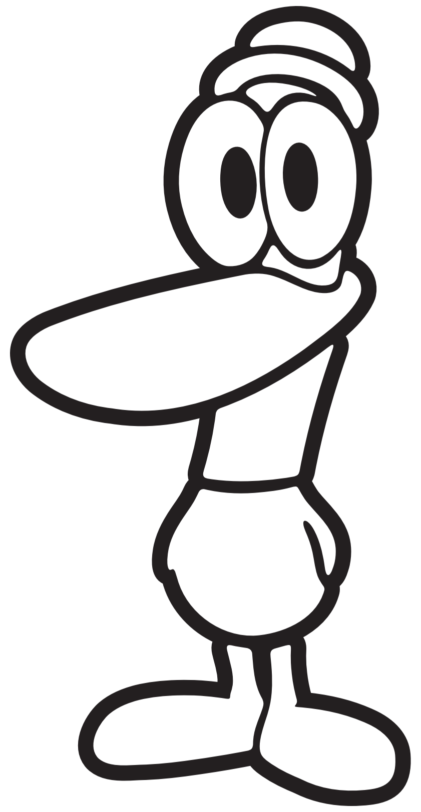
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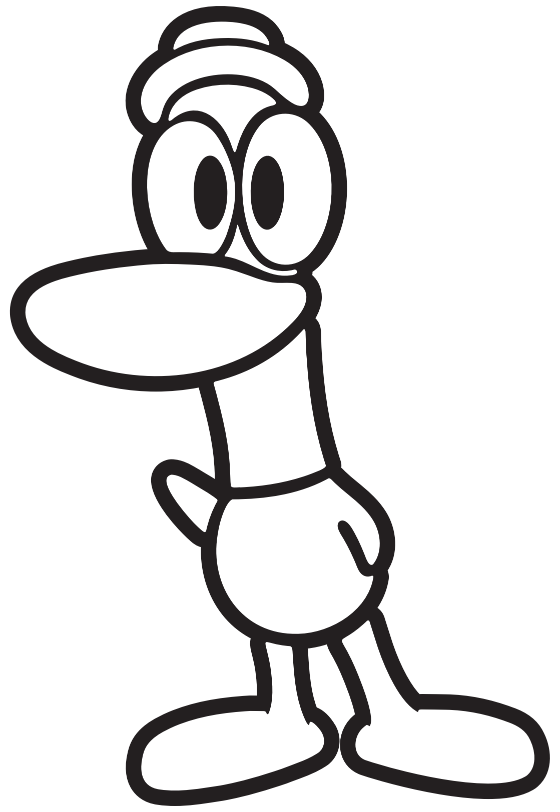
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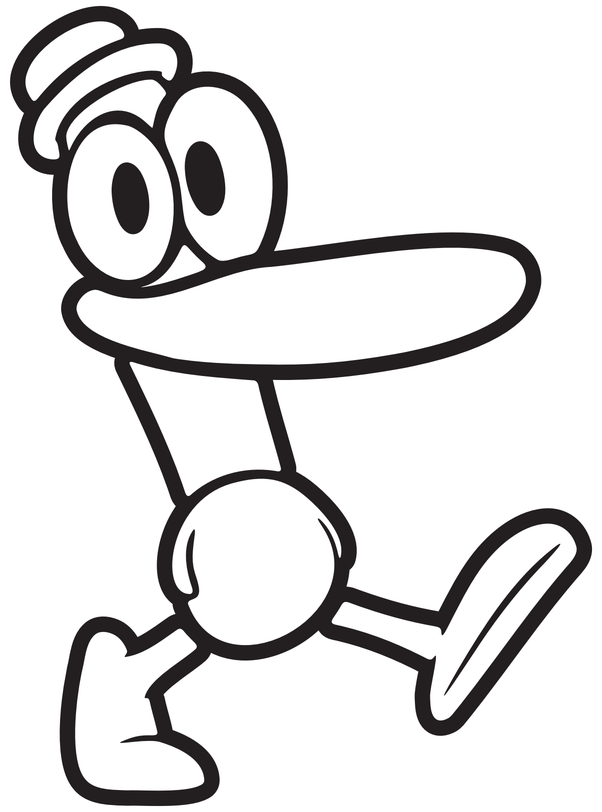
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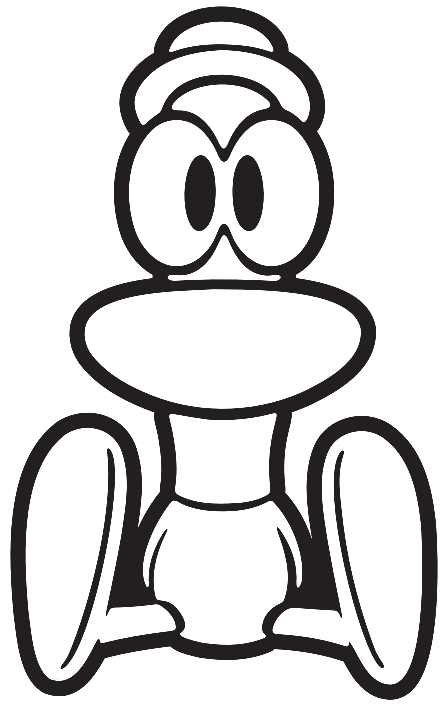
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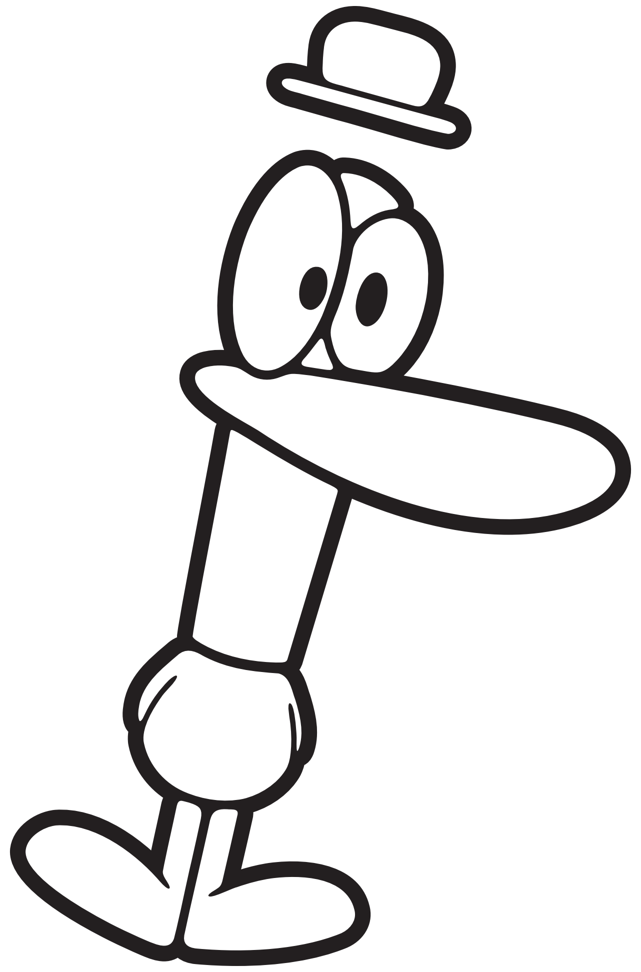
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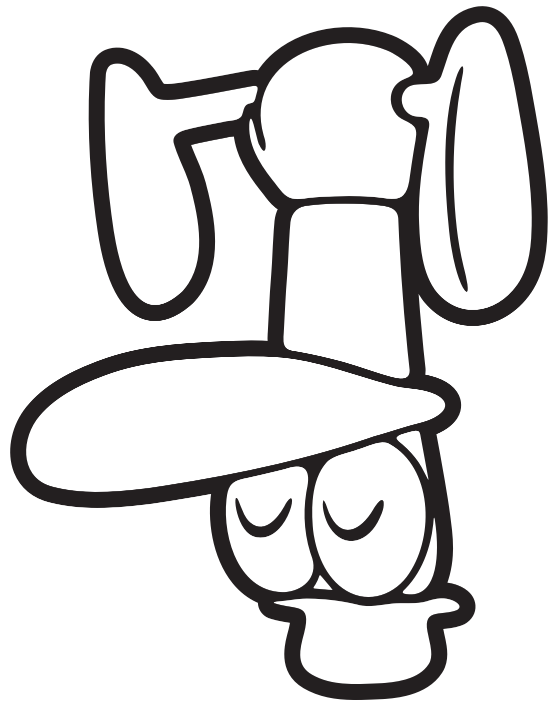
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TYPOGRAPHY

Elly
Watch my moves!
AaBbCc0123

Obviusly Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^`{|}~
0123456789

Obviusly Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"#$%&'()*+,–./:;<=>?@[\]^_`{|}~
0123456789

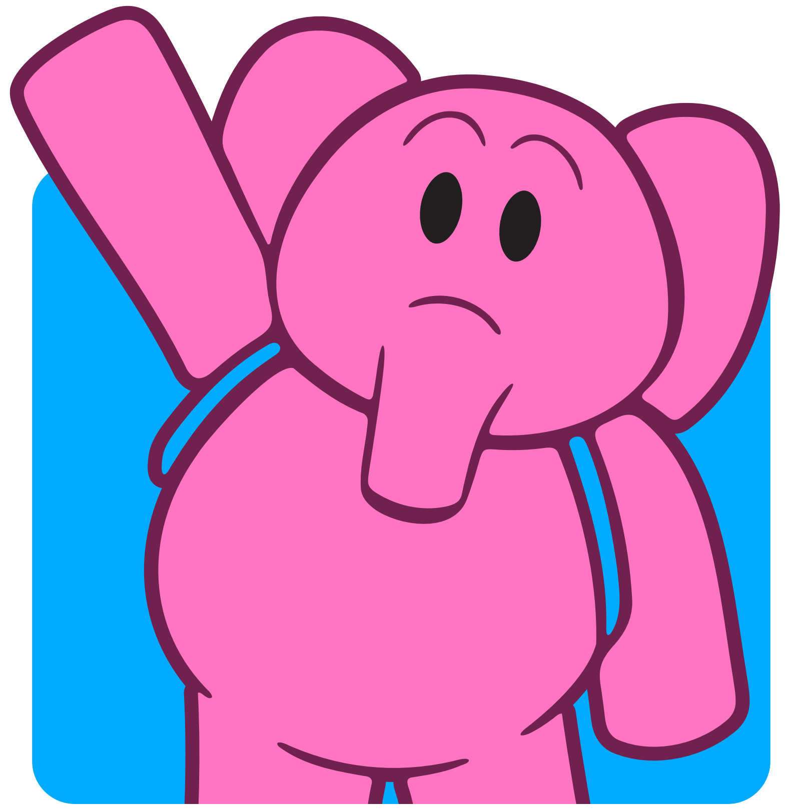
VERBAL RESOURCES

- Watch my moves!
- Grace in every move, power in every lift
- Push! – Action! – Shine
- Bam! – Wow! – Bff

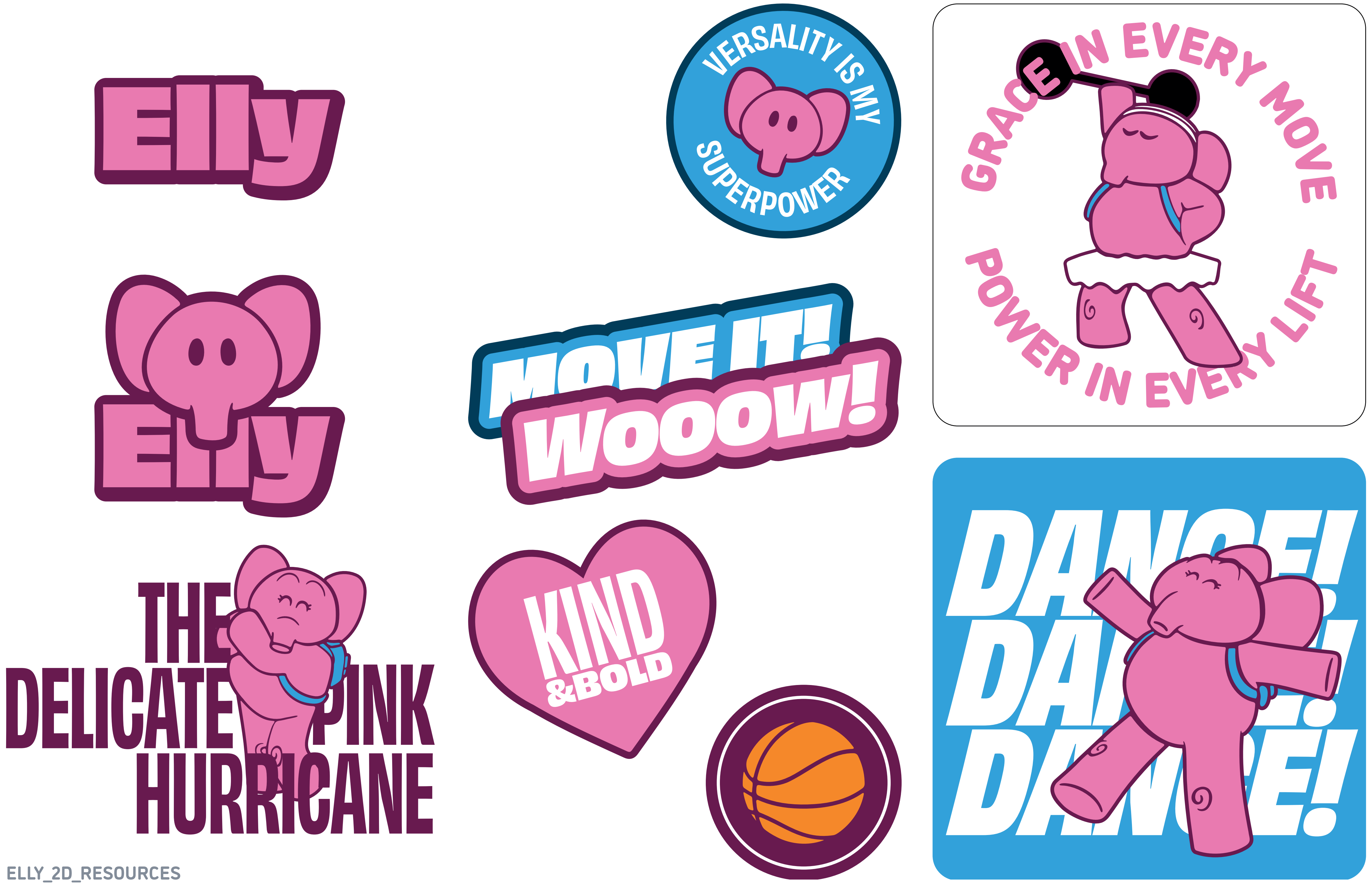
PLEASE MAKE SURE YOU USE ADOBE FONTS WITH A VALID SUBSCRIPTION

COLOUR PALETTE

PINK	#FF4AB0 R255 G74 B176 C0 M80 Y3 K0 PANTONE 212 C
MAROON	#70214D R112 G33 B77 C48 M95 Y33 K36 PANTONE 229 C
BLUE	#00ABFF R0 G171 B255 C81 M15 Y0 K0 PANTONE 279 C
WHITE	#FFFFFF R255 G255 B255 C0 M0 Y0 K0



GRAPHIC RESOURCES AND INSPIRATION

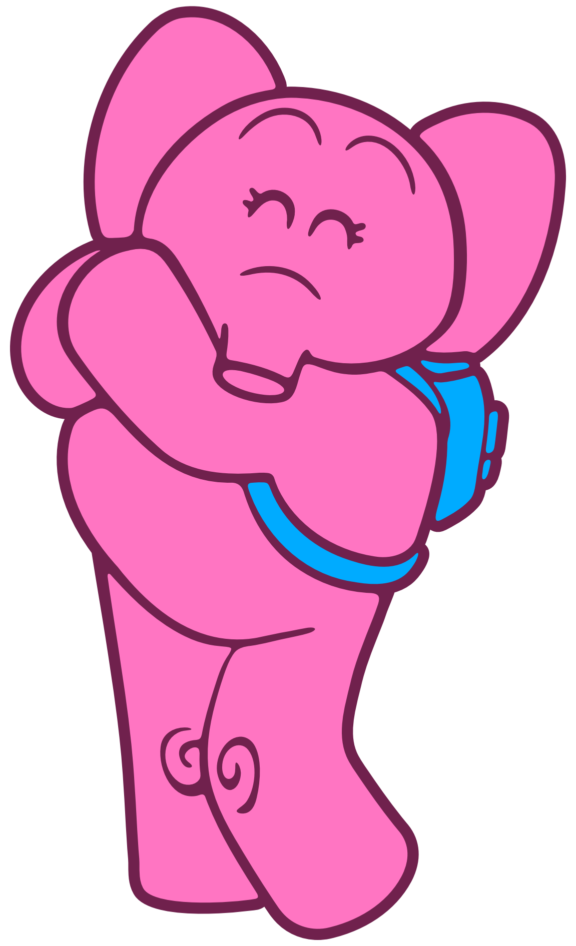

Elly
VERSALITY IS MY SUPERPOWER
GRACE IN EVERY MOVE POWER IN EVERY LIFT
Elly
MOVE IT!
WOOOW!
THE DELICATE PINK HURRICANE
KIND &BOLD
DANCE! DANCE! DANCE!

ELLY_2D_RESOURCES

Elly

2D Poses

Full Colour & One Colour



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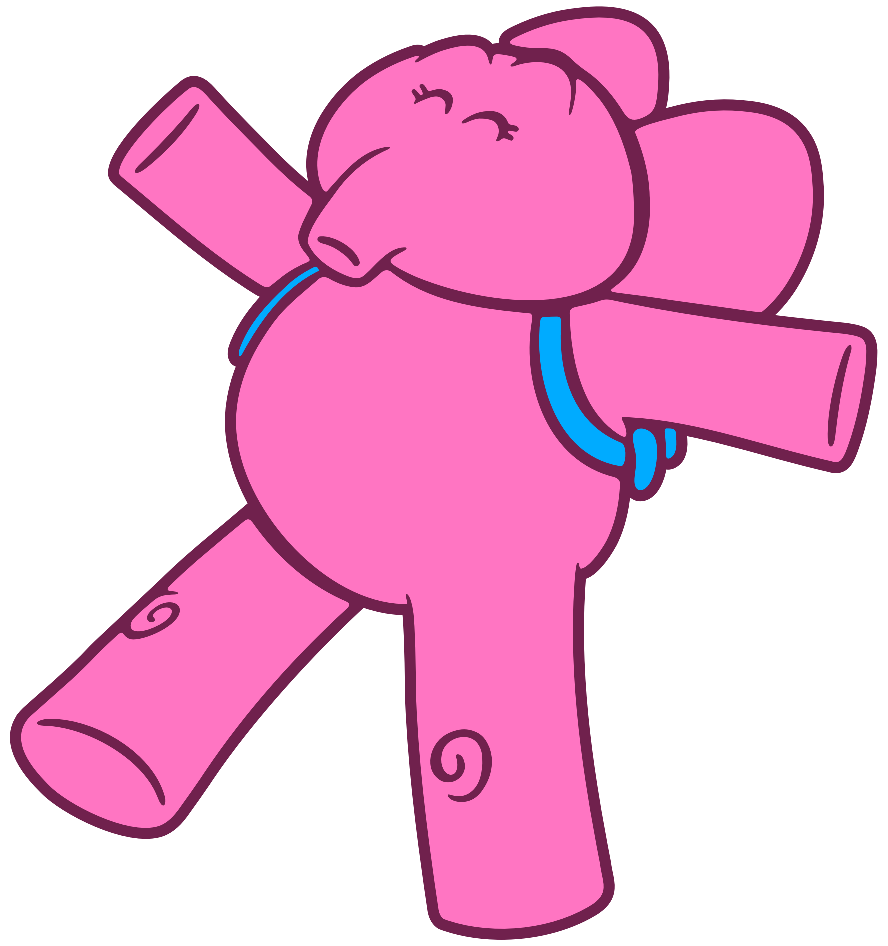

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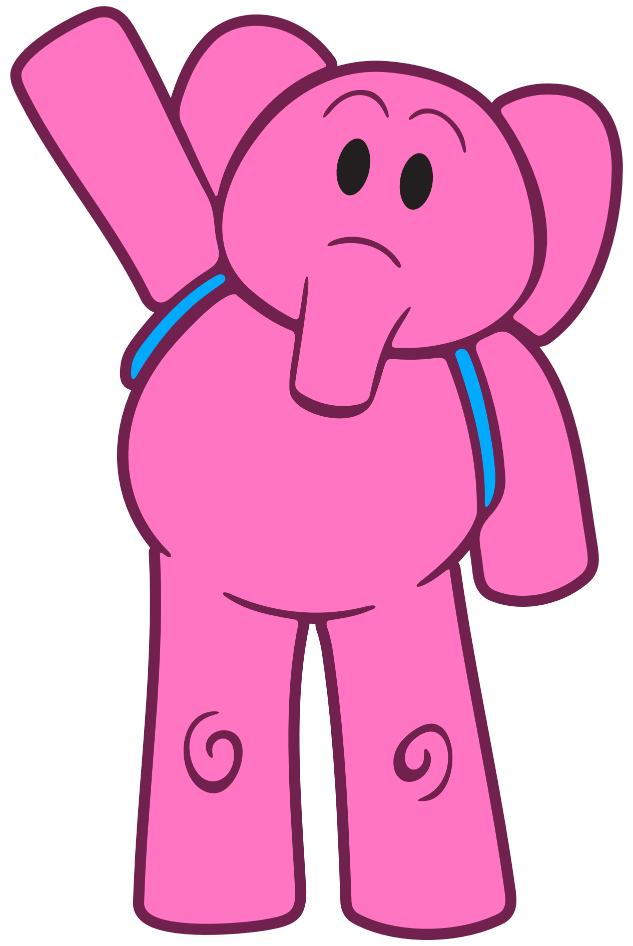

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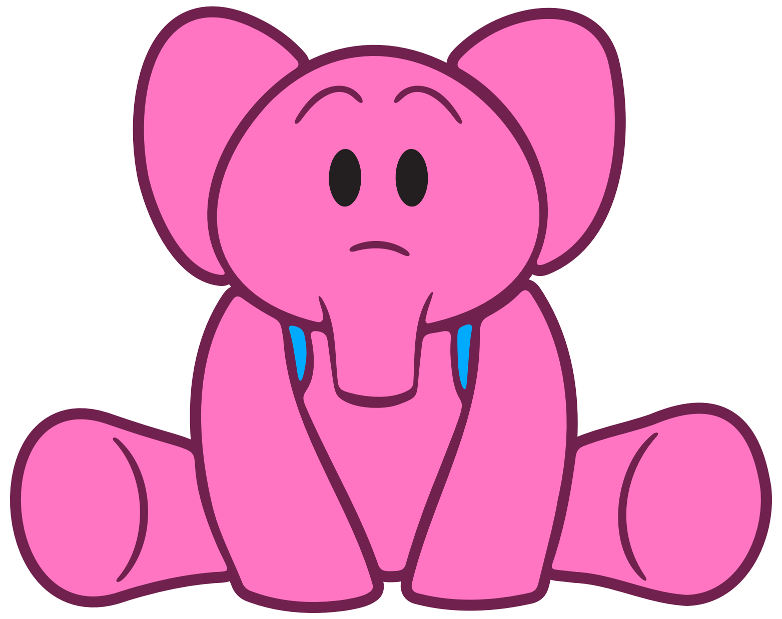

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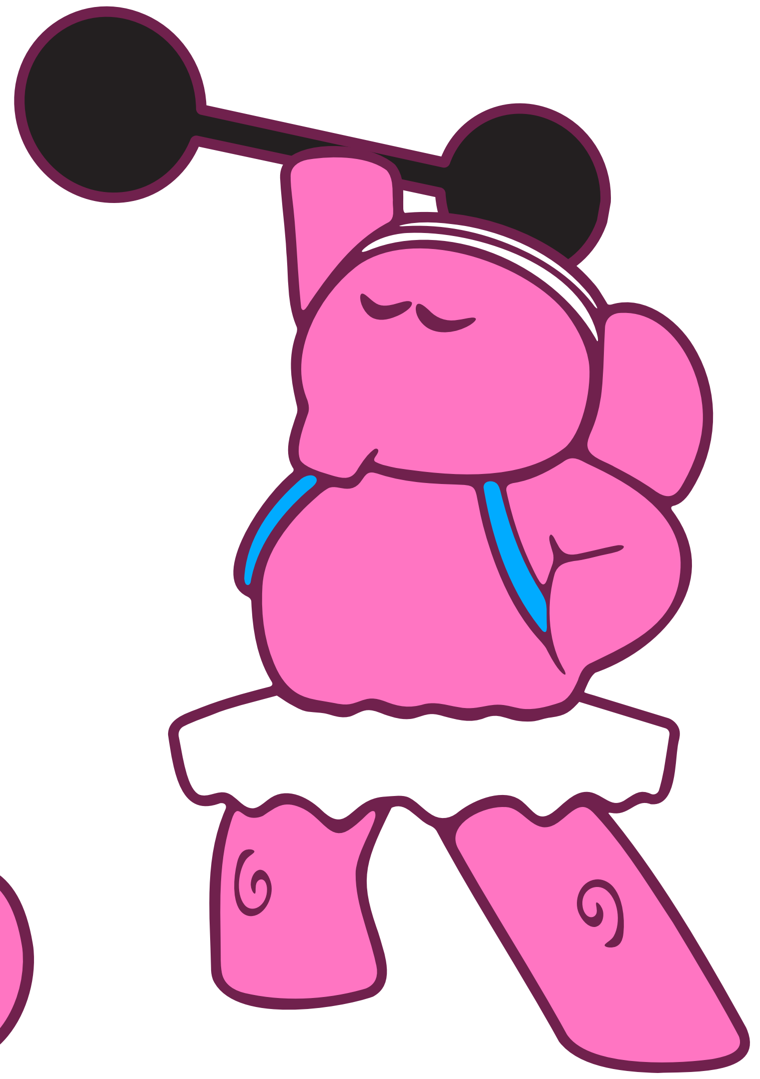

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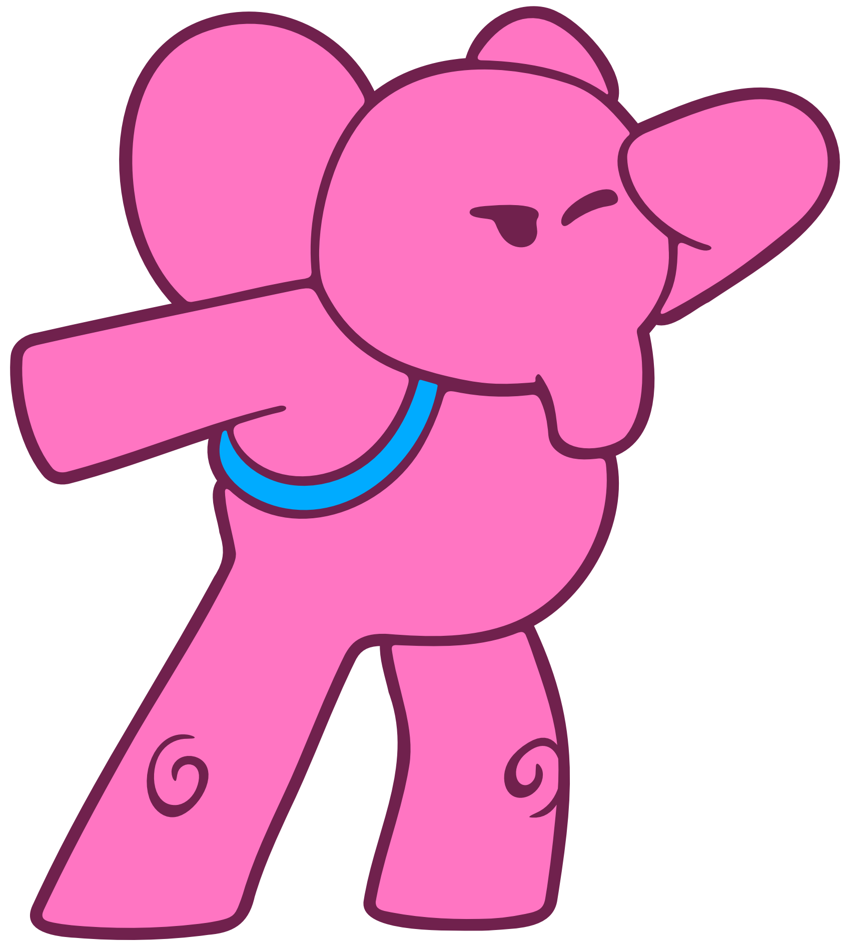

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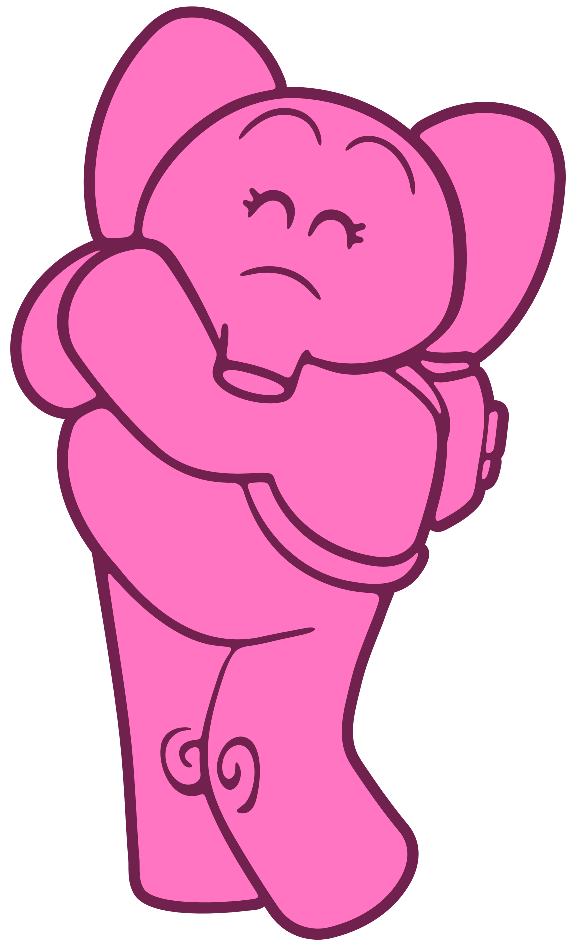

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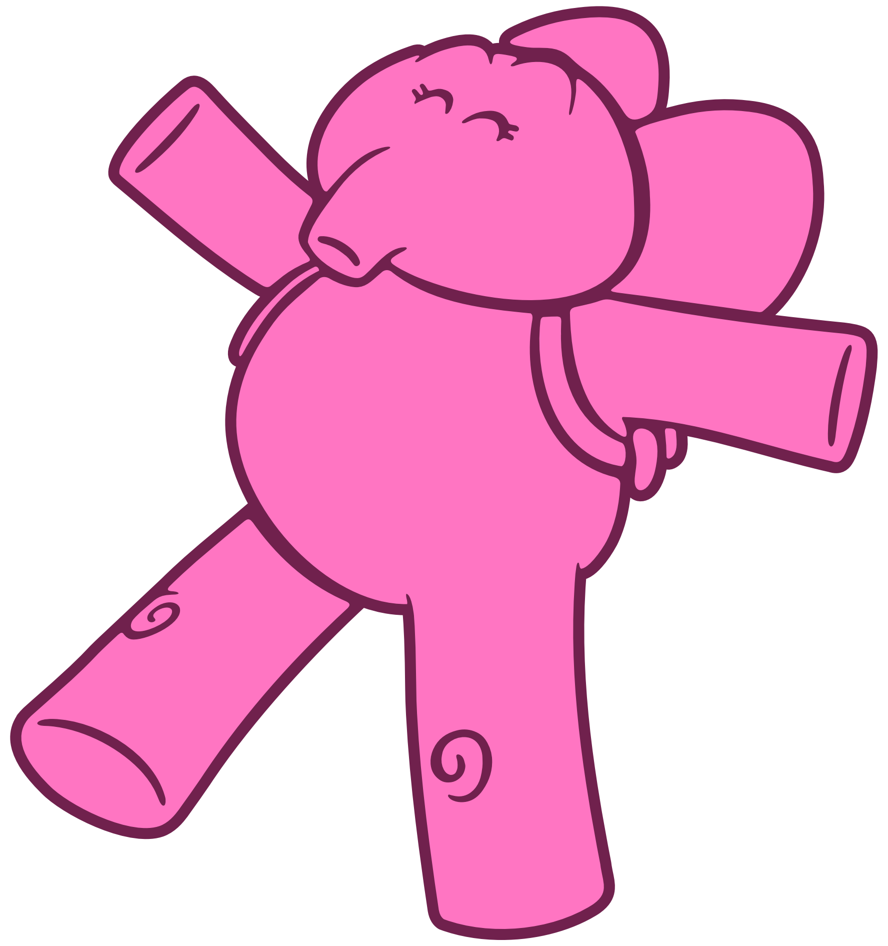

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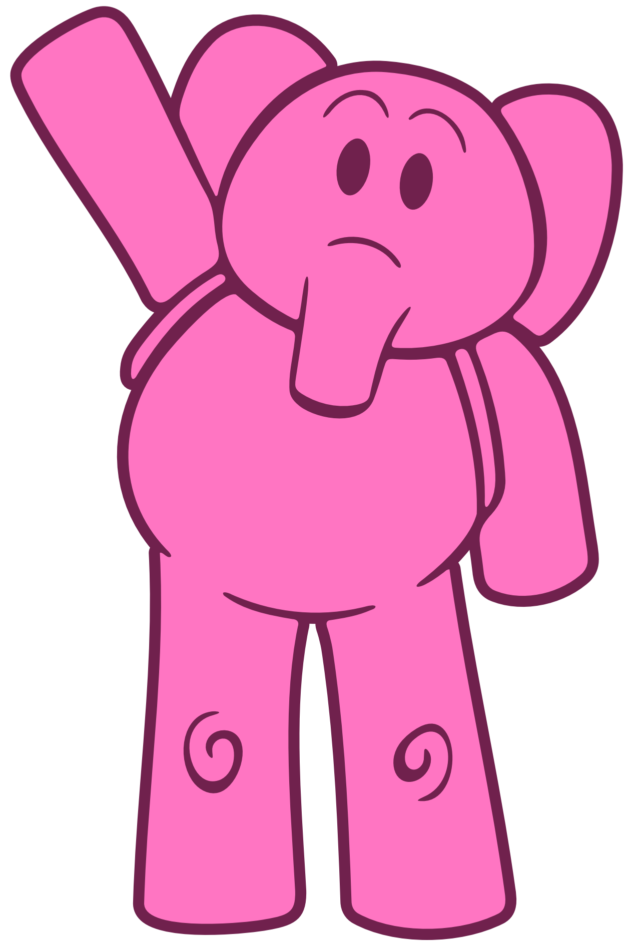

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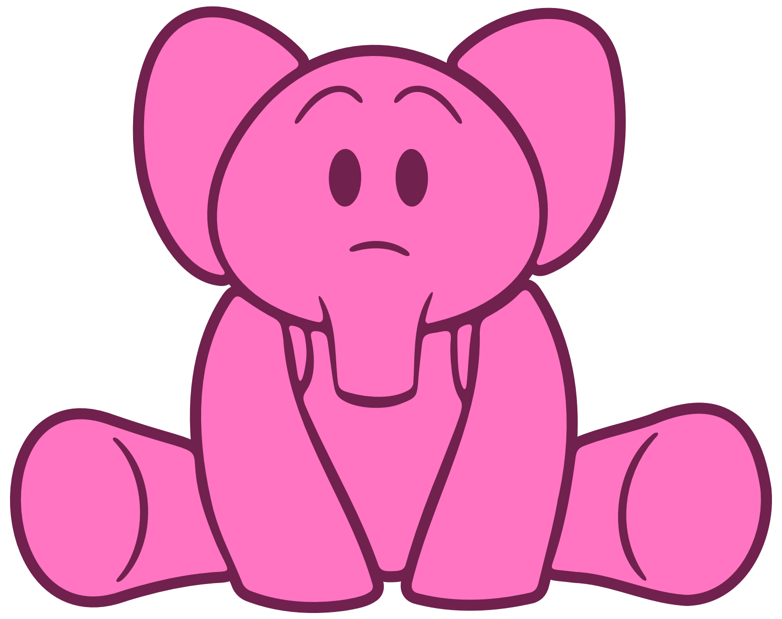

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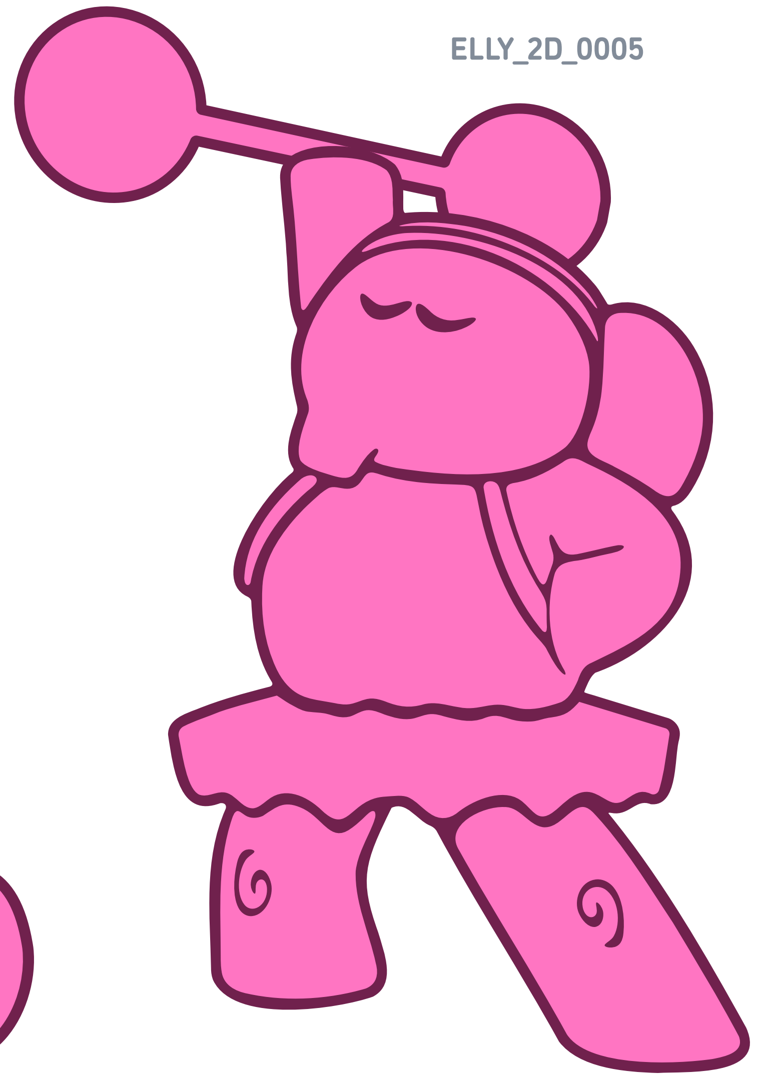

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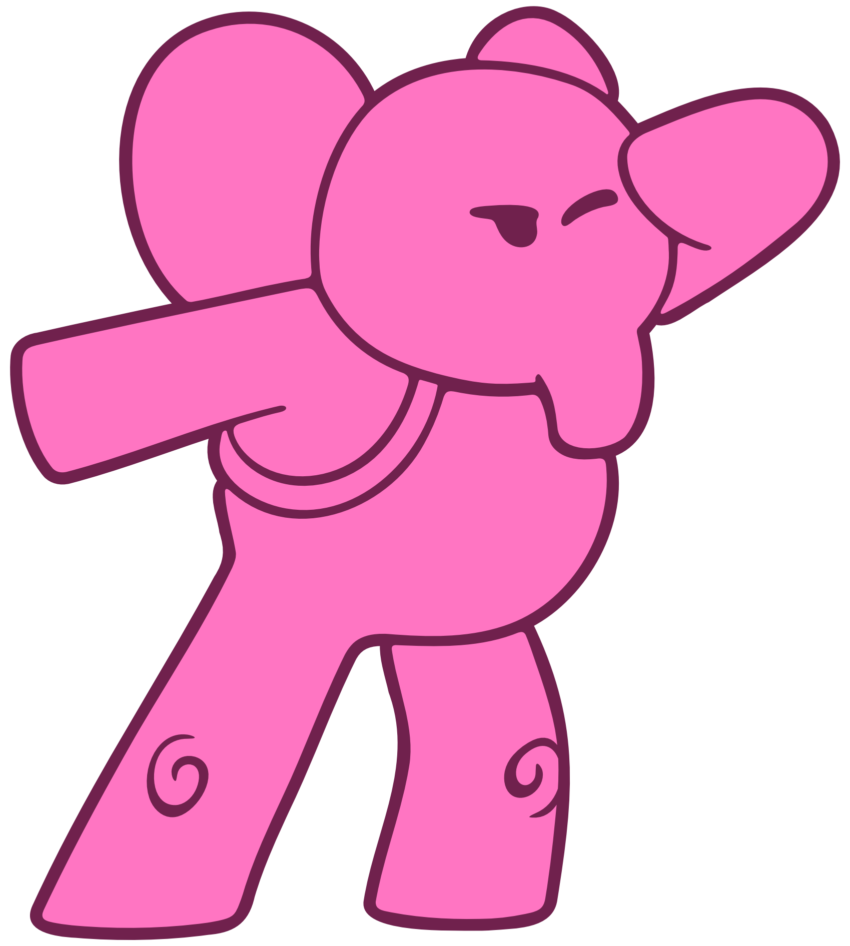
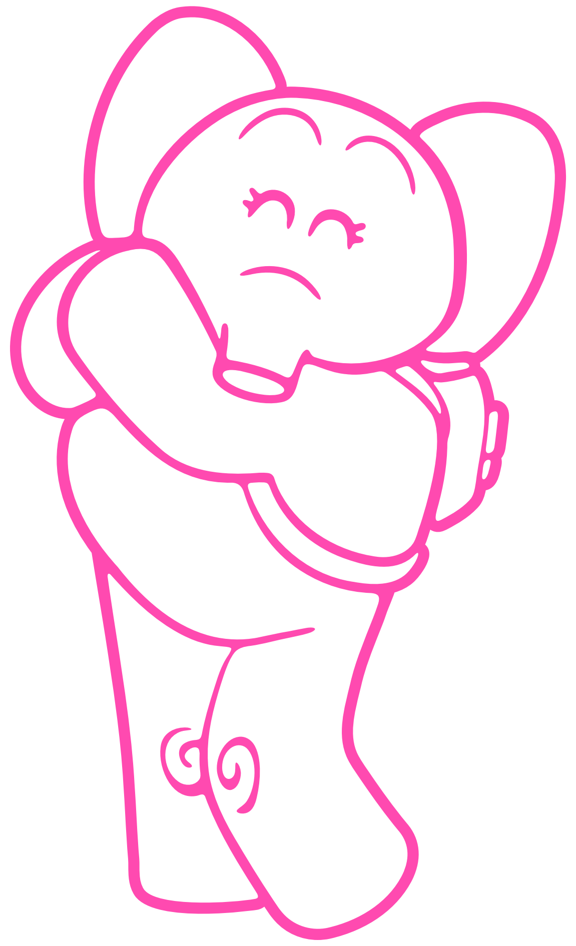


ELLY_1C_0006

Elly

2D Poses

Line Art Light & Dark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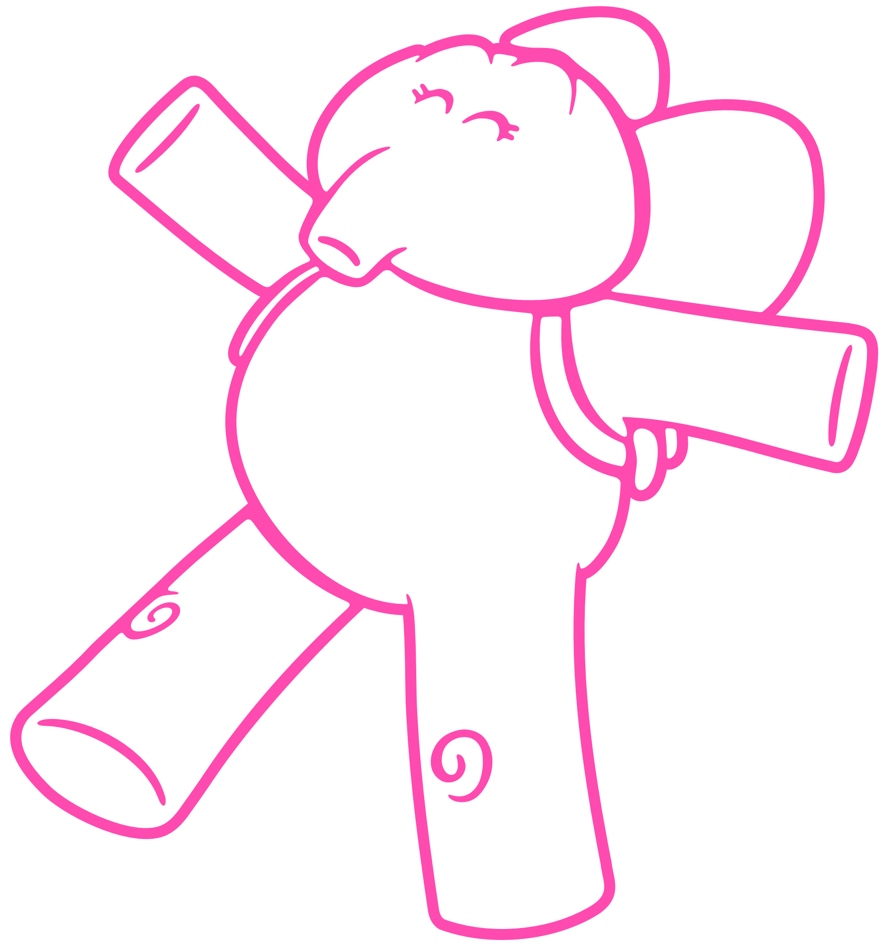
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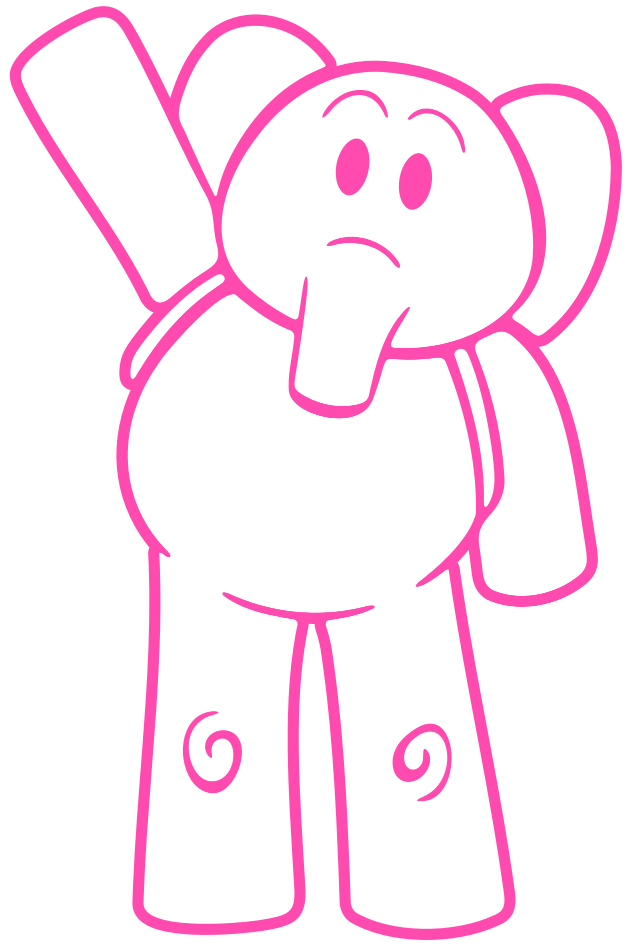
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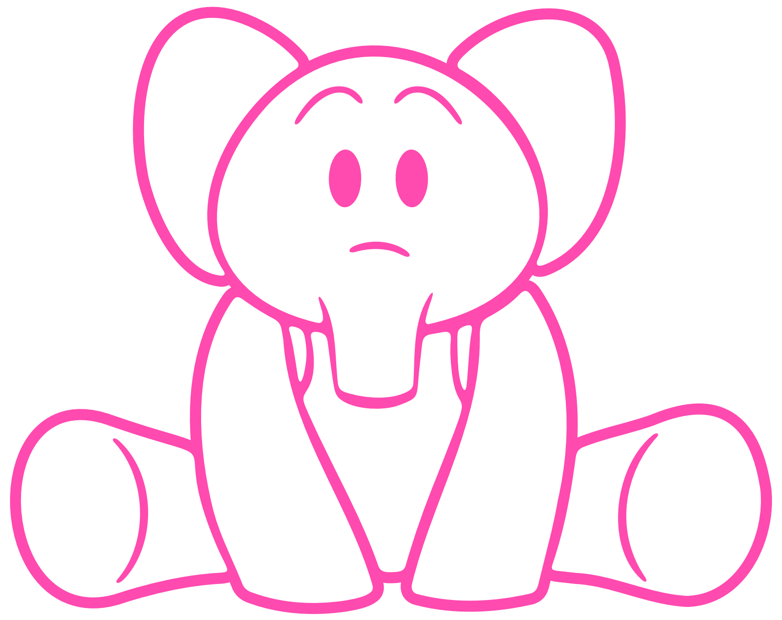
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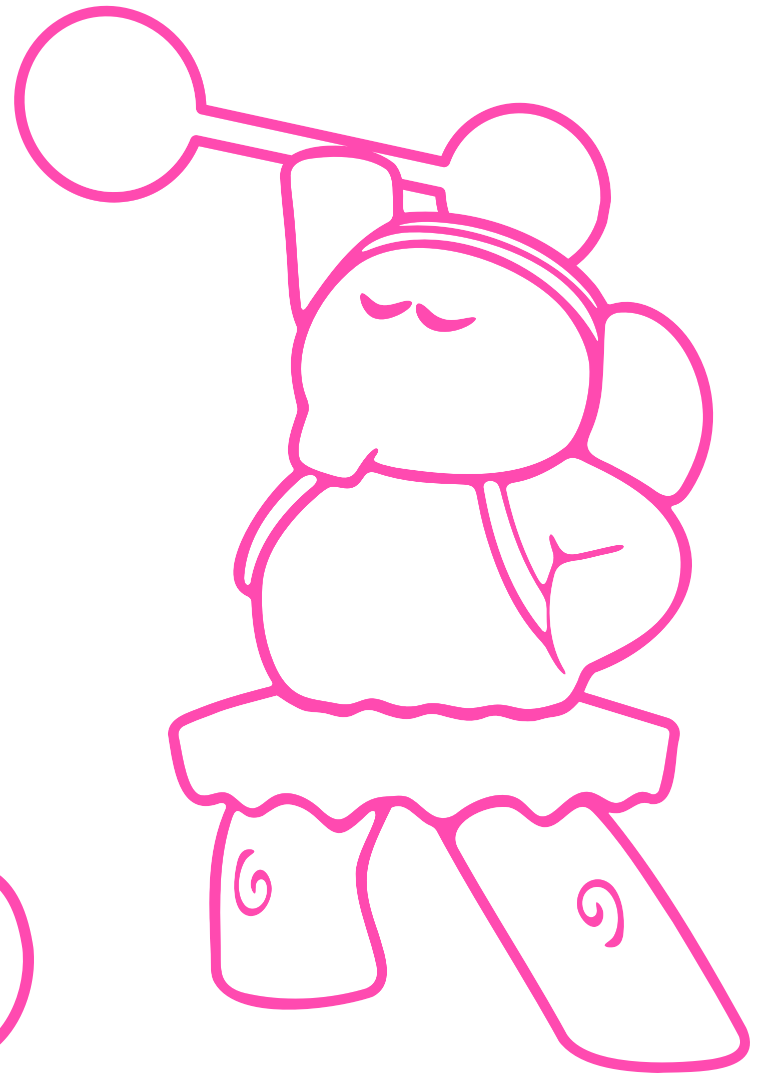
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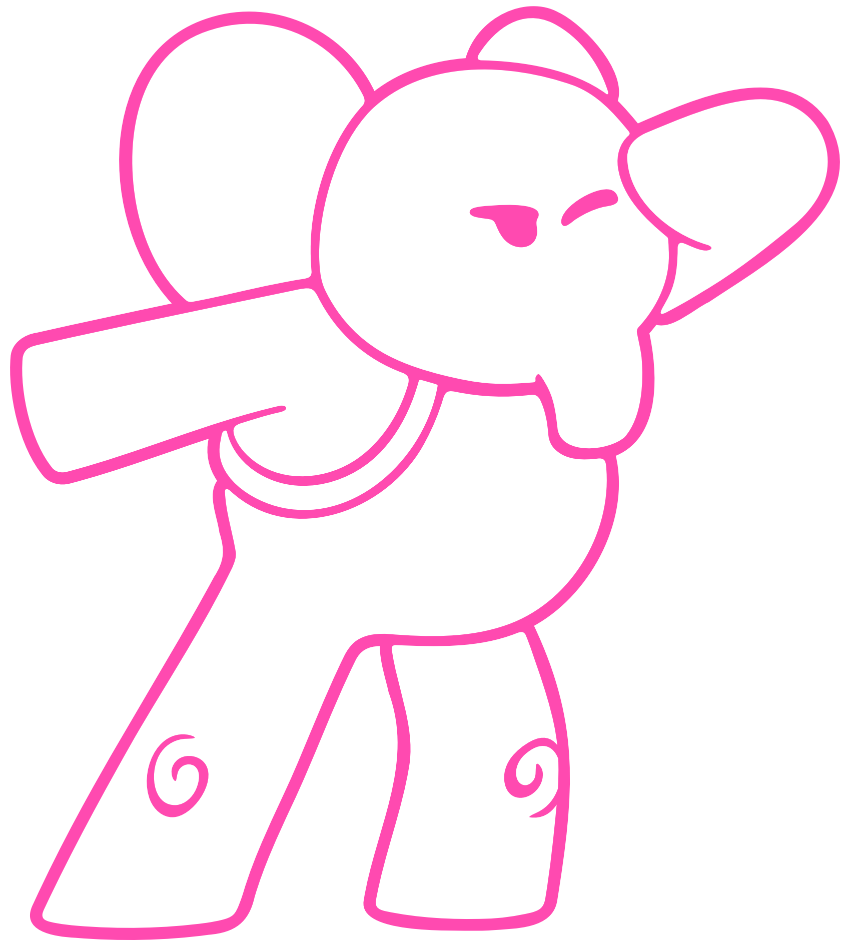
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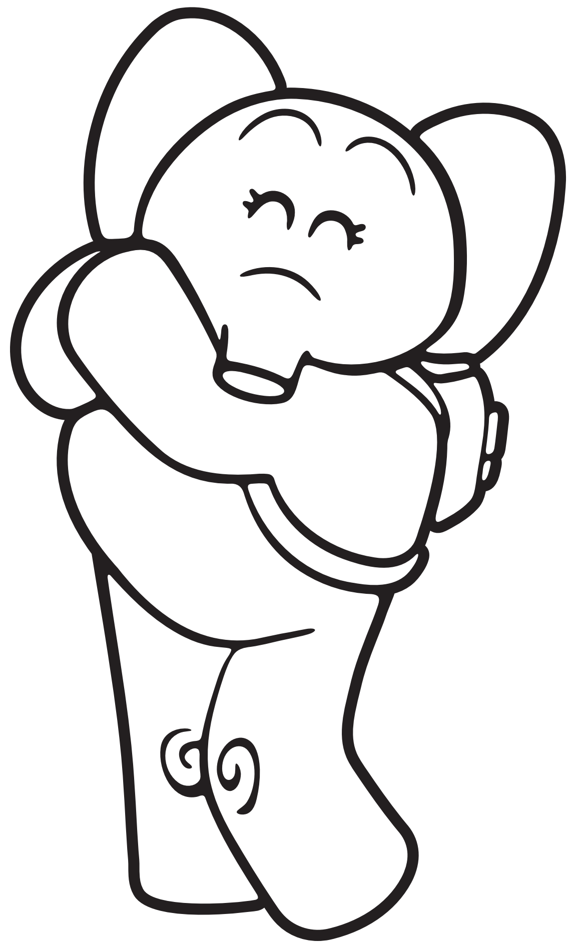
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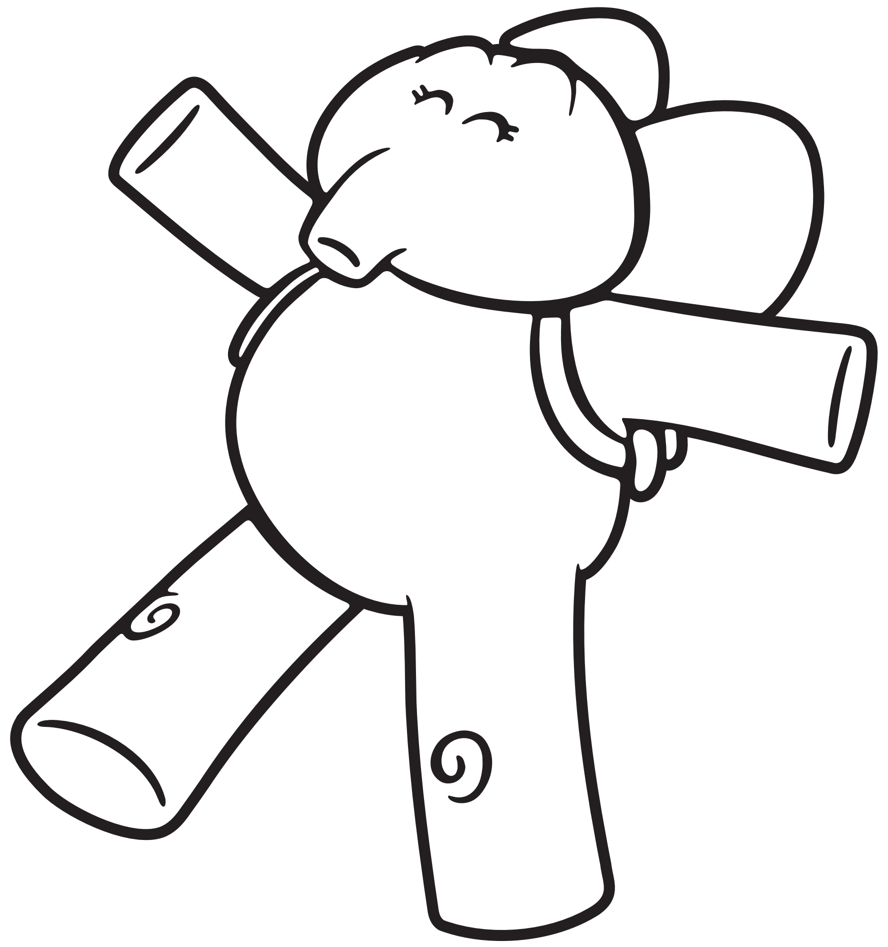
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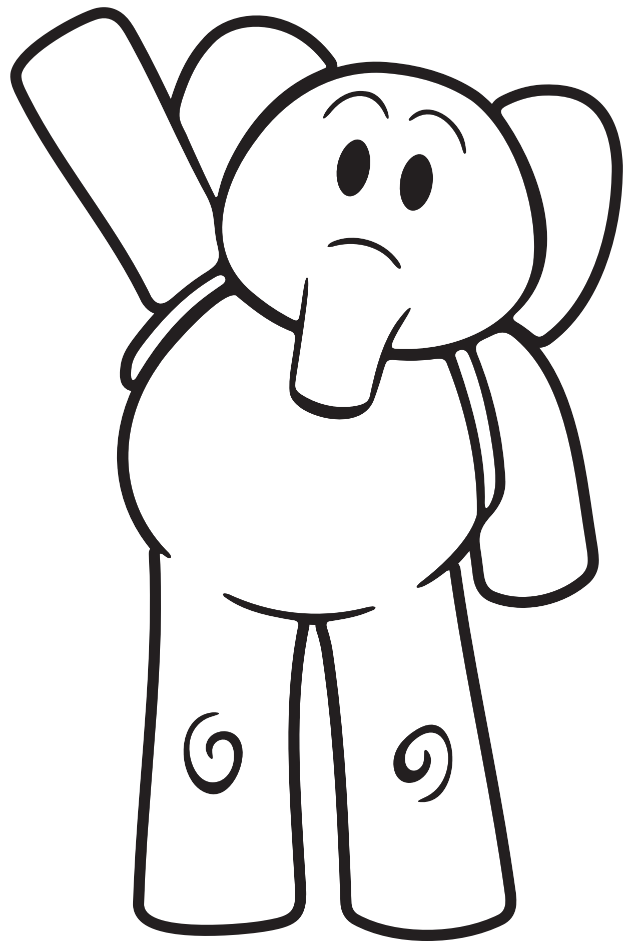
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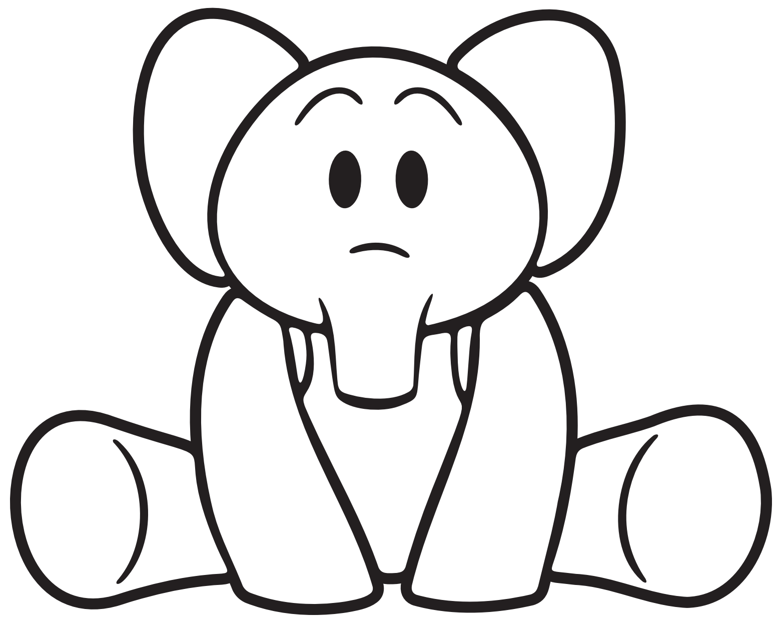
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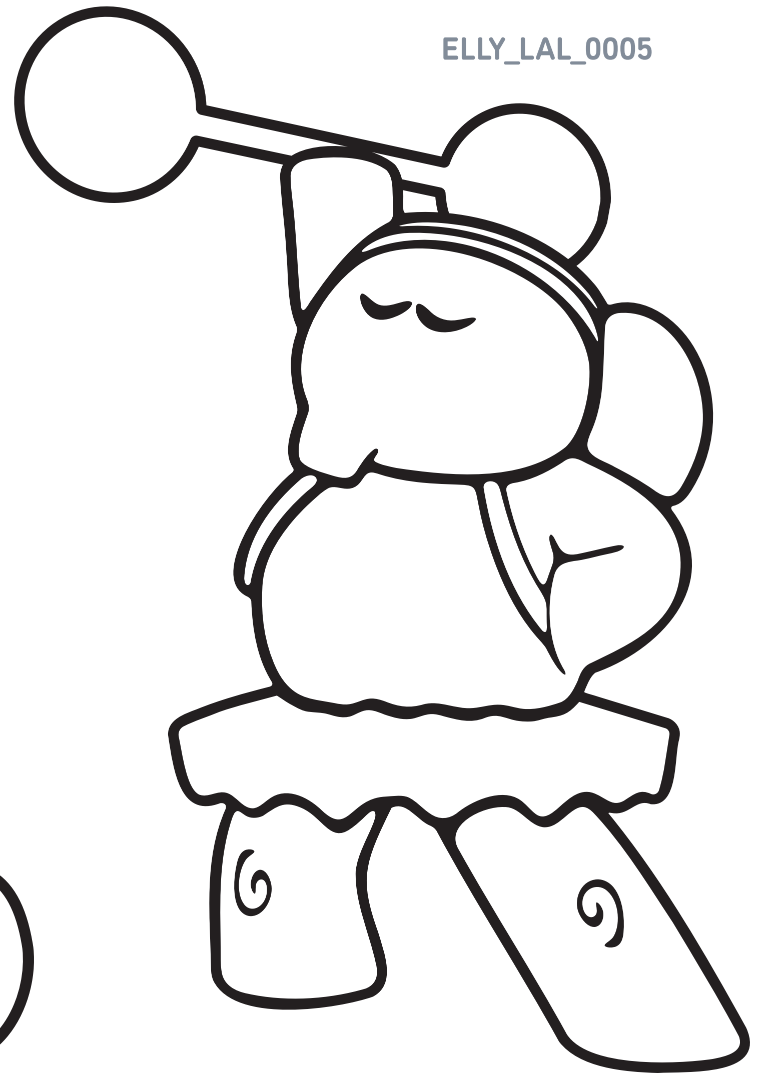
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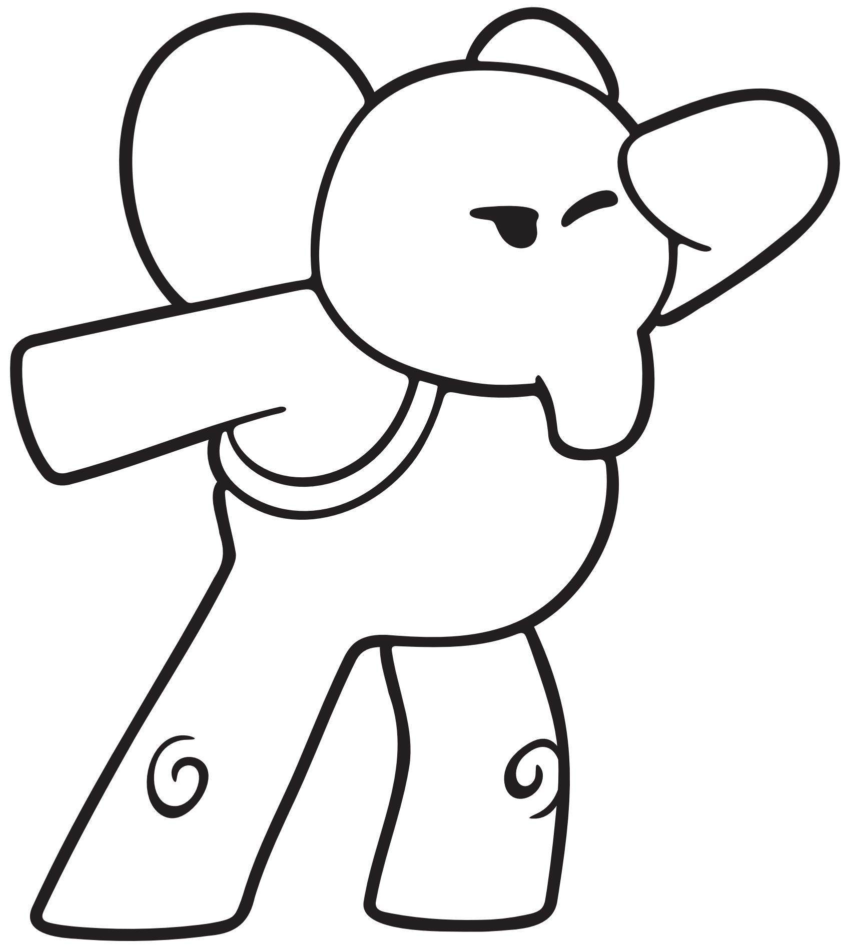
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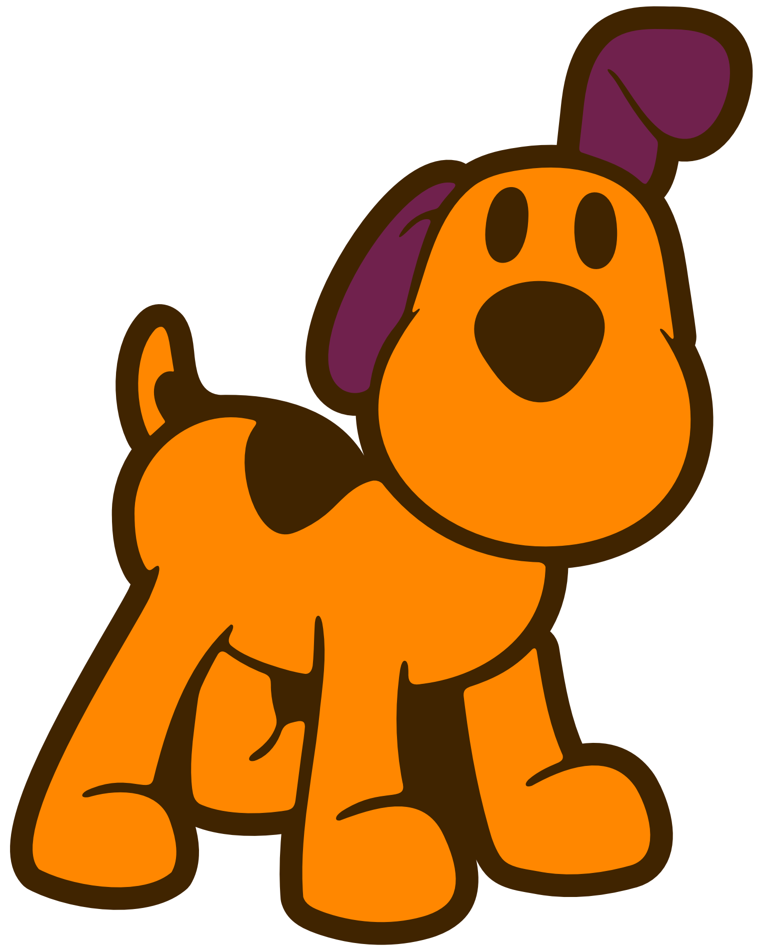
LULA

2D Poses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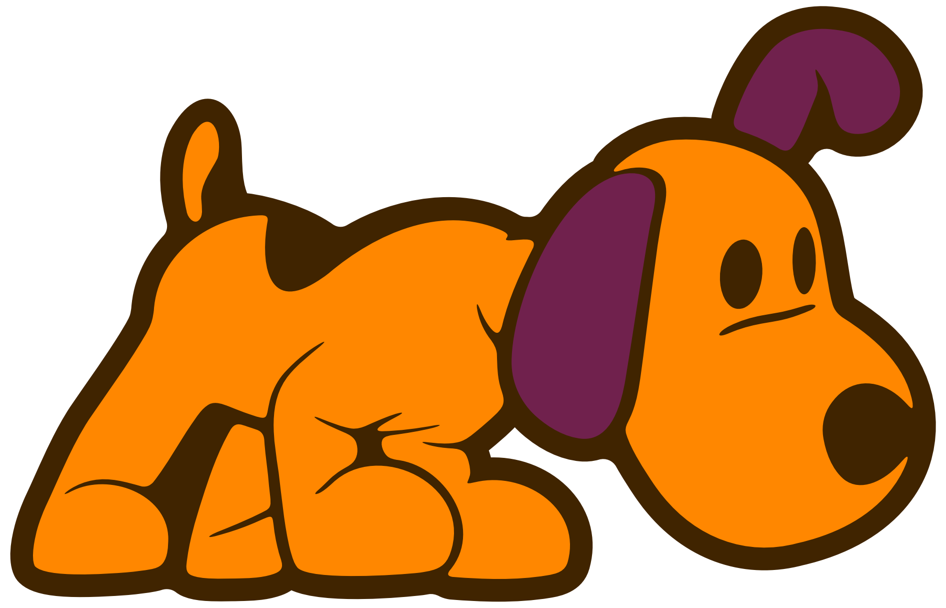
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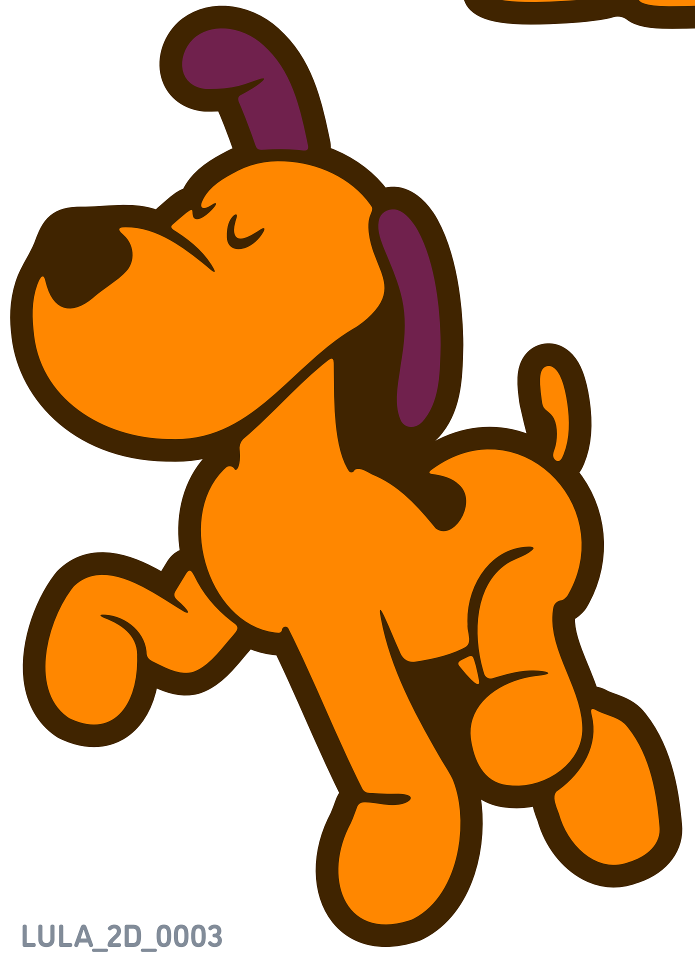
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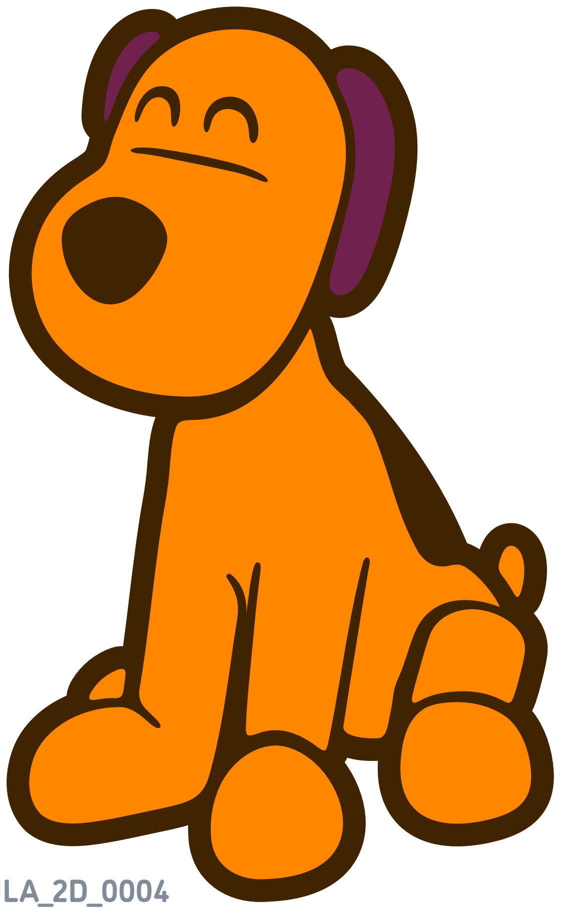
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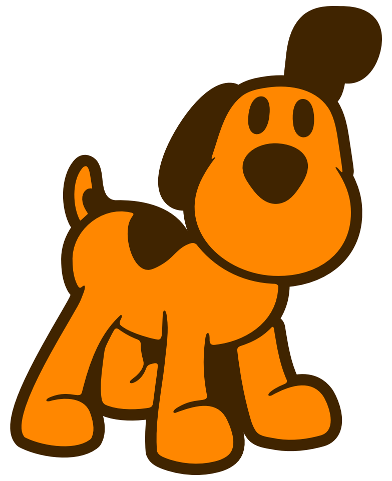
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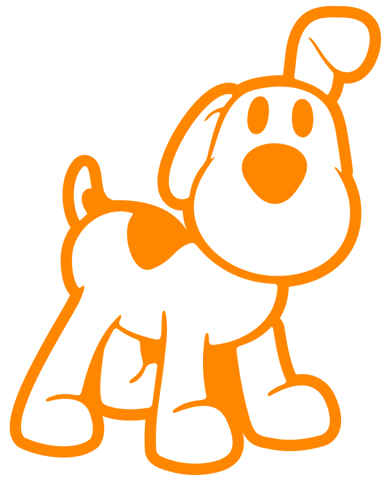
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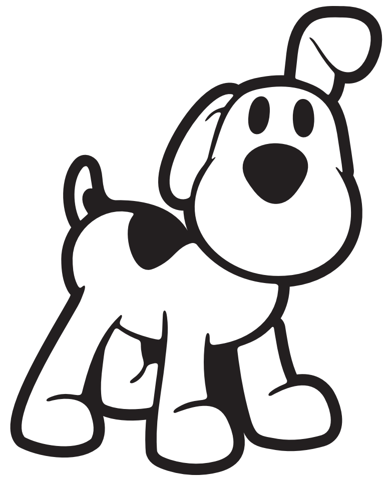
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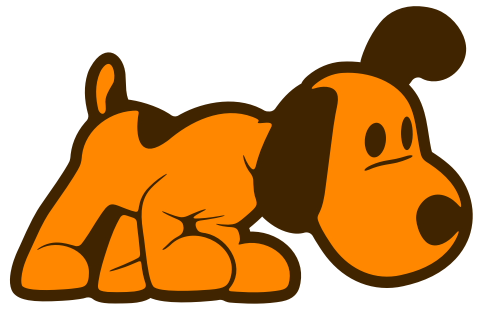
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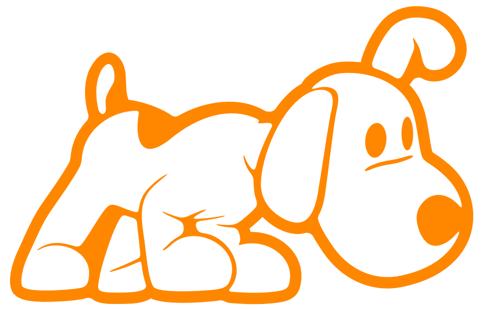
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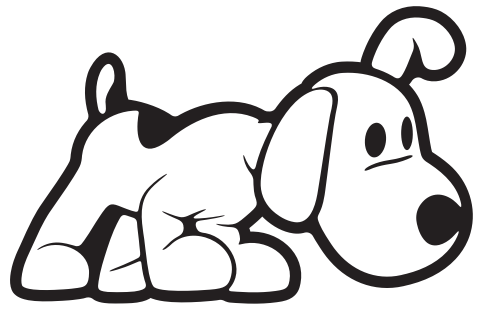
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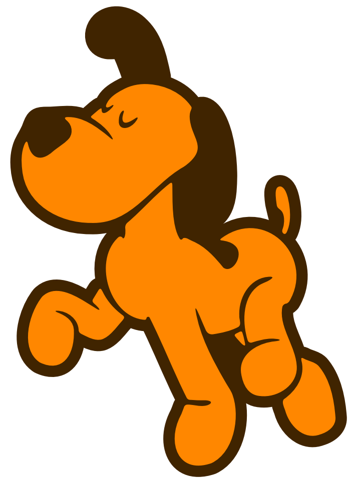
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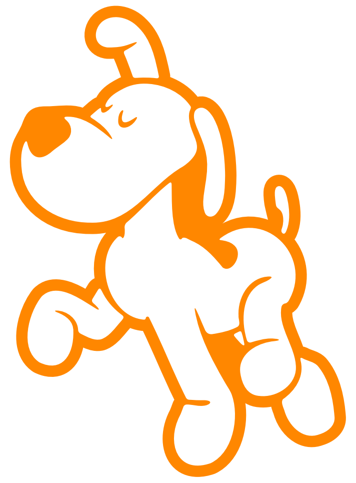
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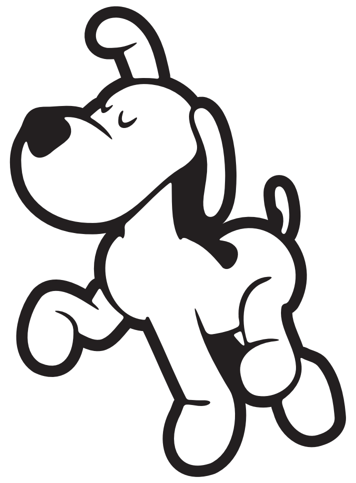
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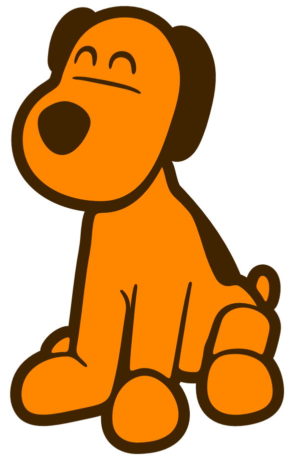
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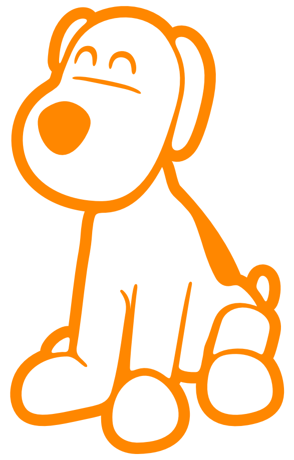
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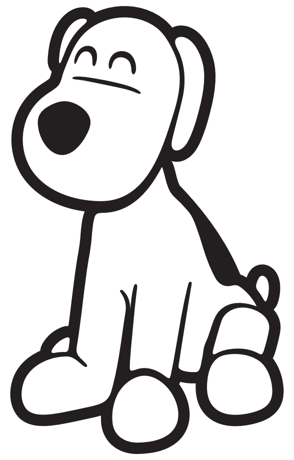
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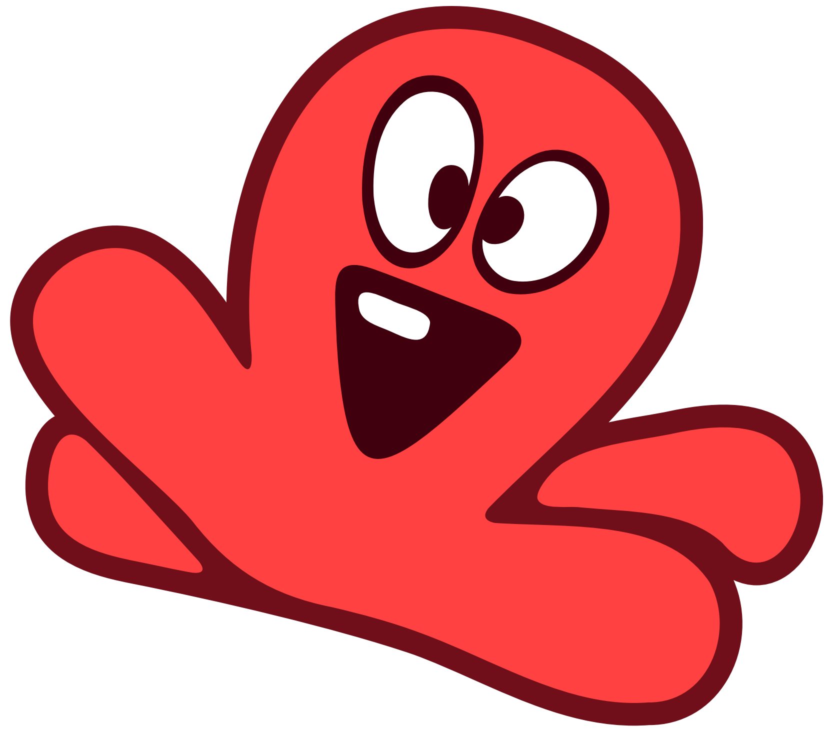
Pulpo

2D Poses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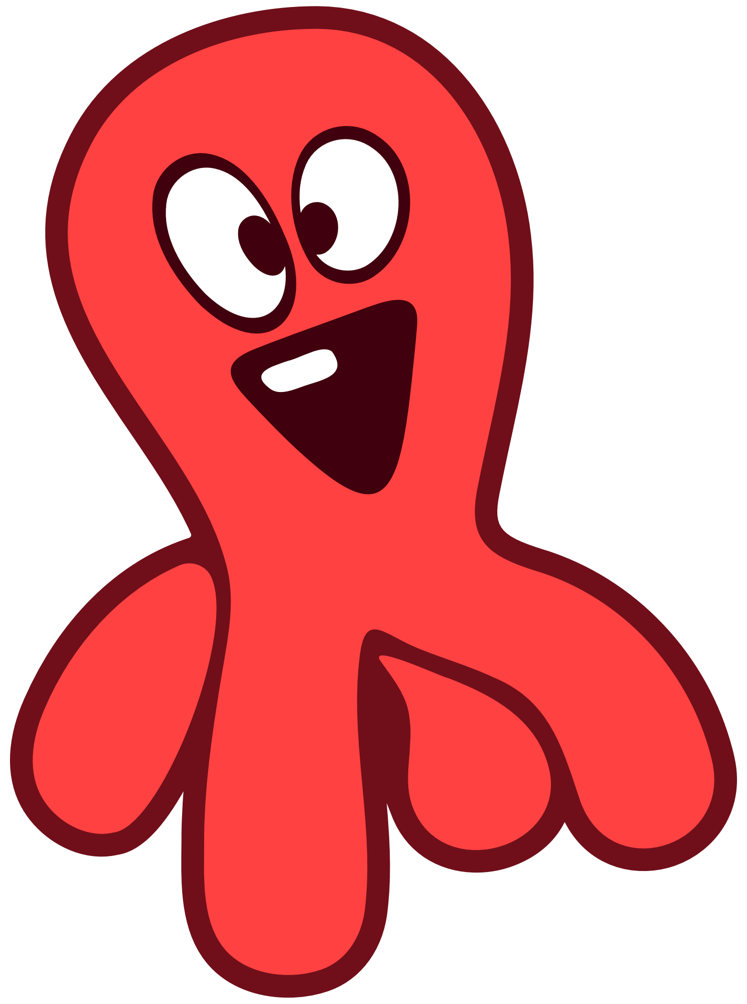
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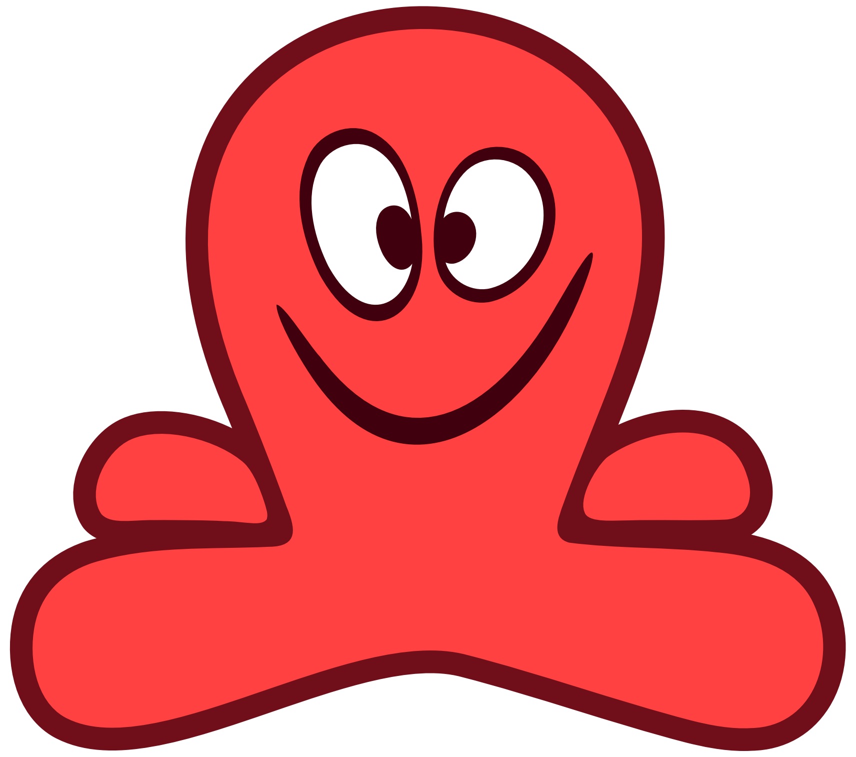
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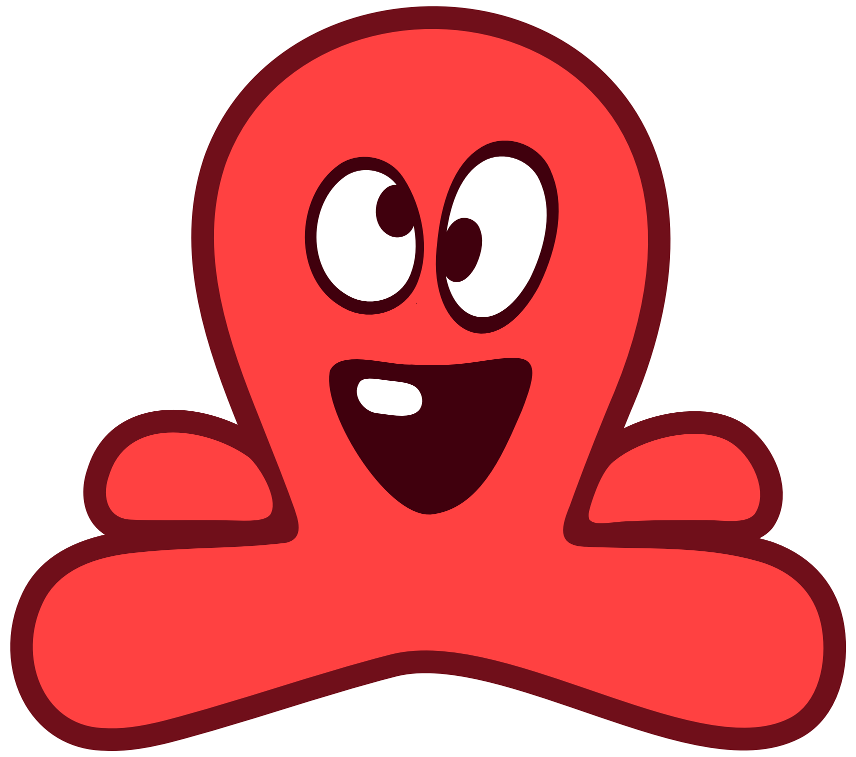
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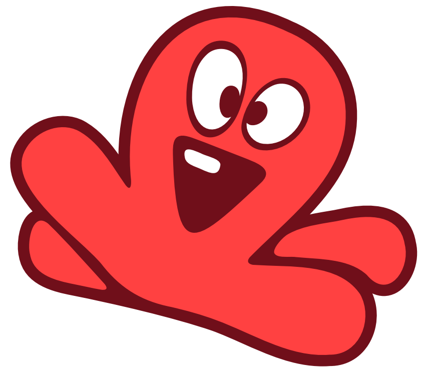
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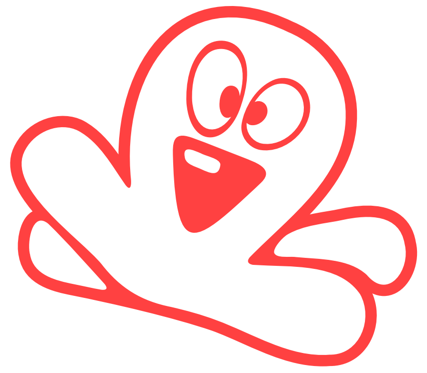
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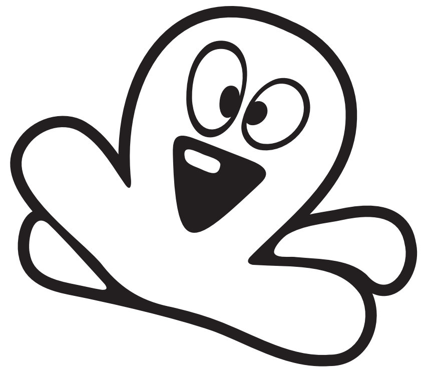
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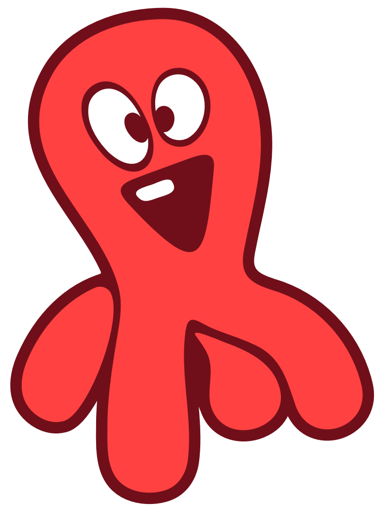
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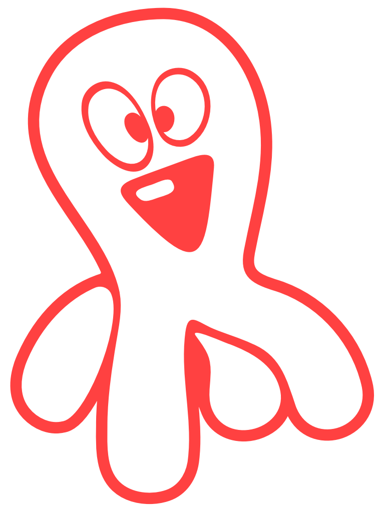
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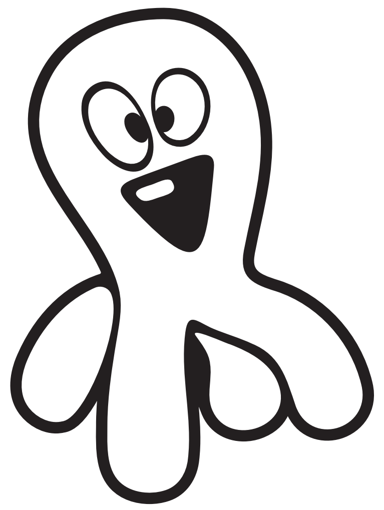
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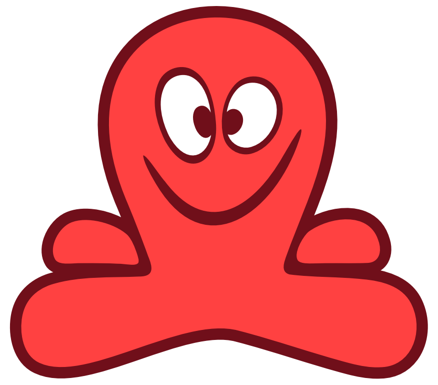
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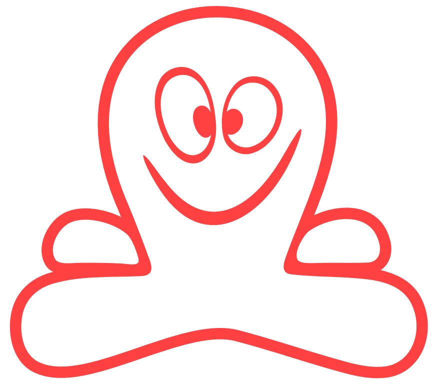
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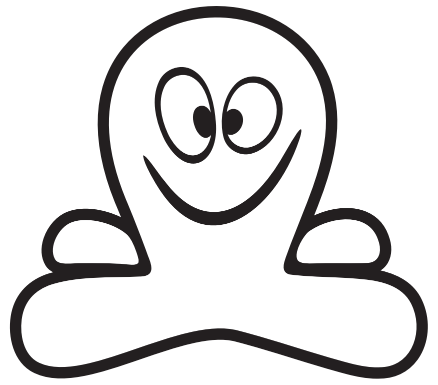
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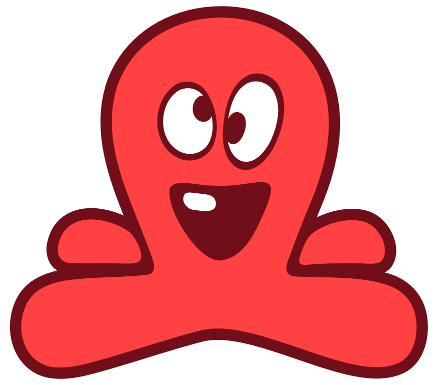
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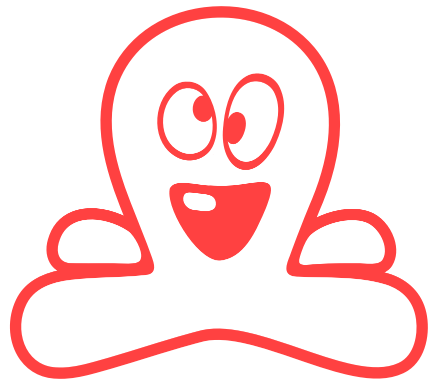
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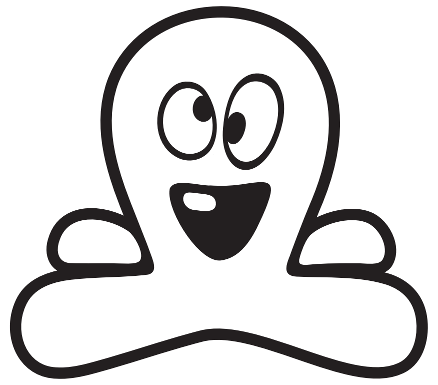
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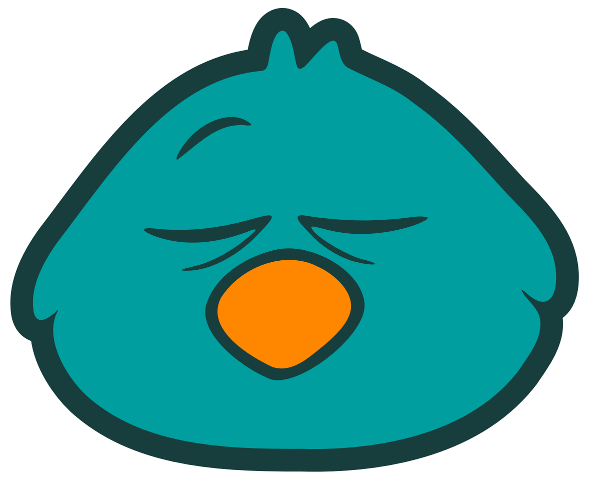
PAJAROTO

2D Poses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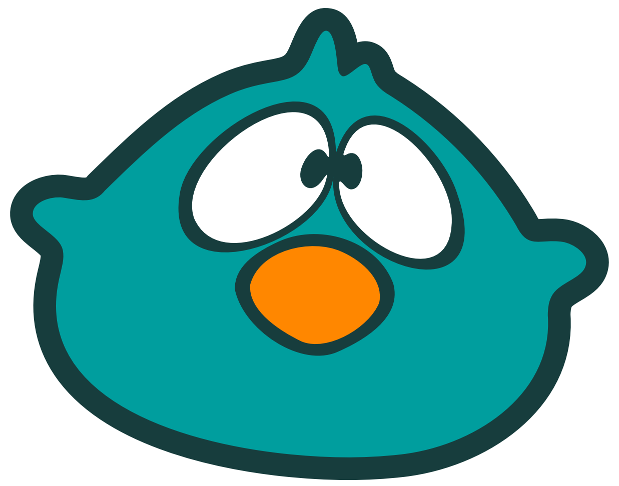
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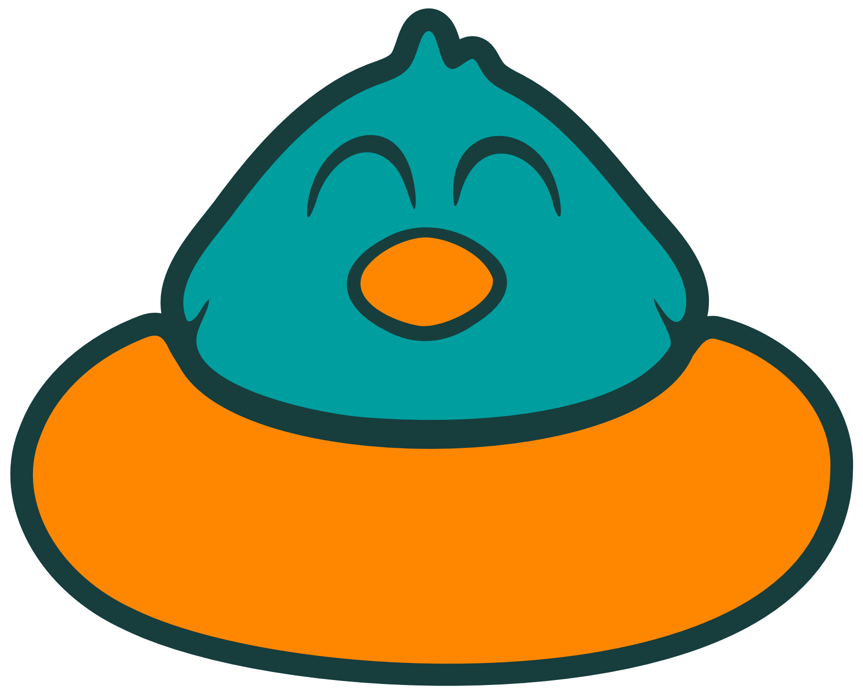
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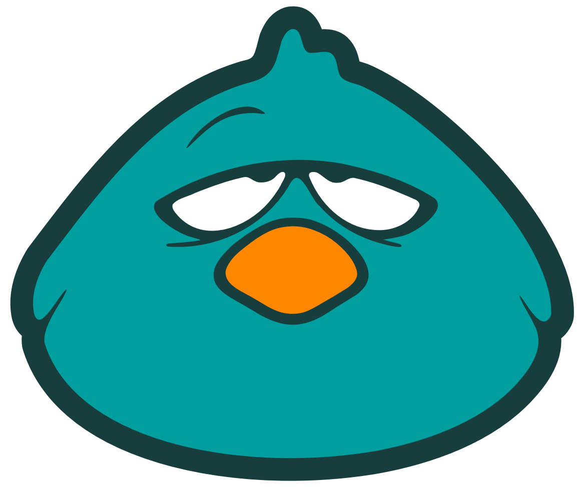
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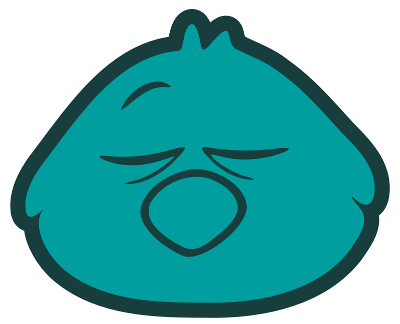
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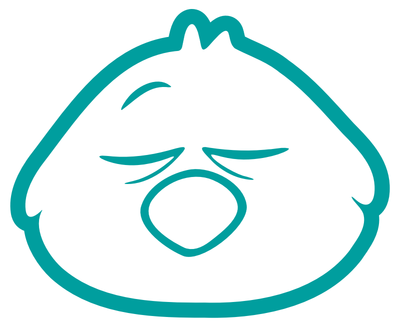
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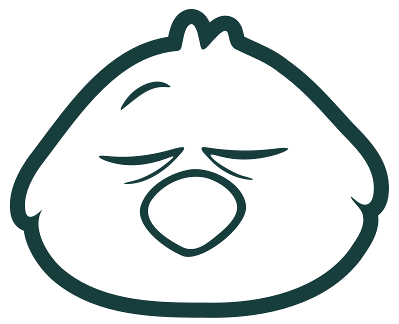
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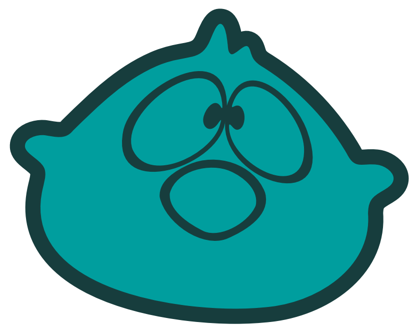
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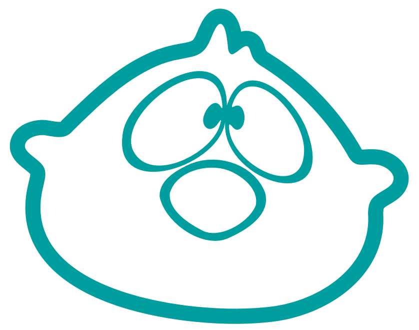
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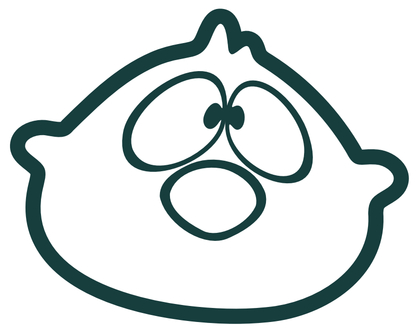
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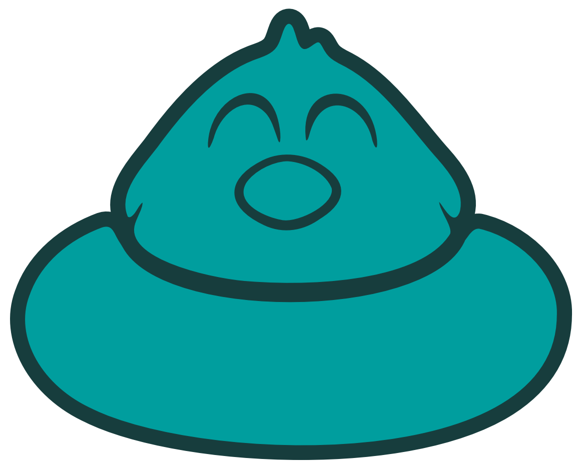
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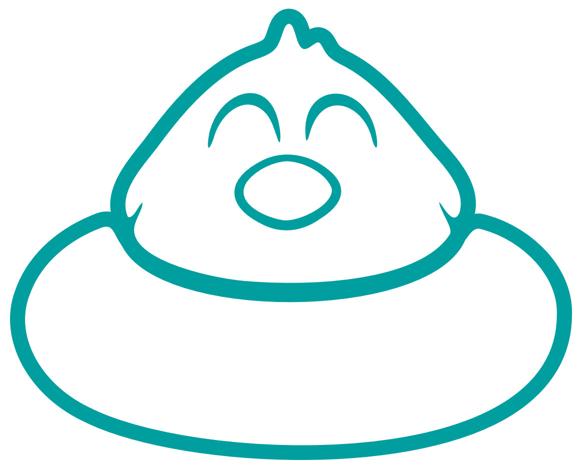
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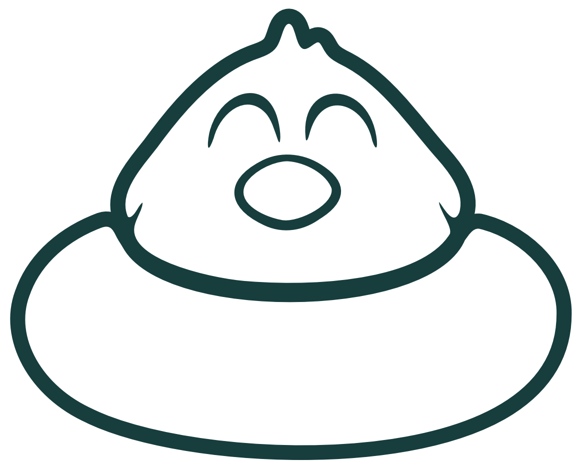
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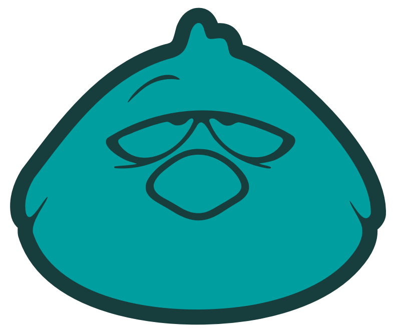
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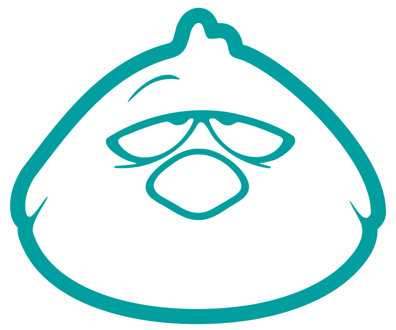
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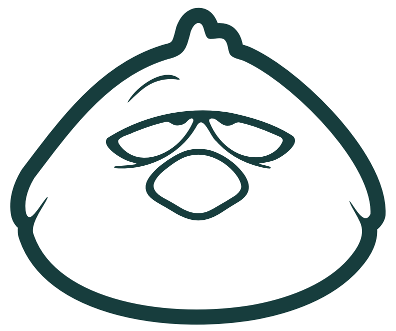
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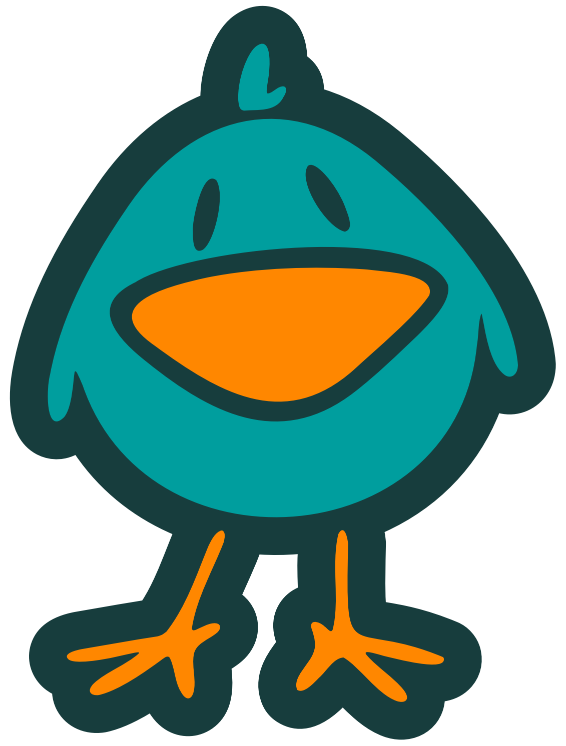
Pajarito

2D Poses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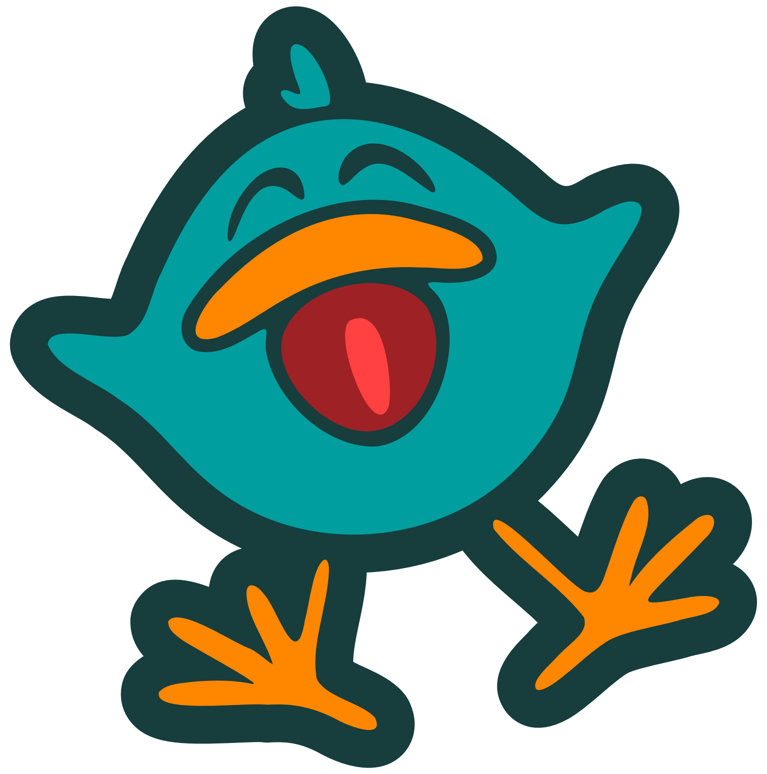
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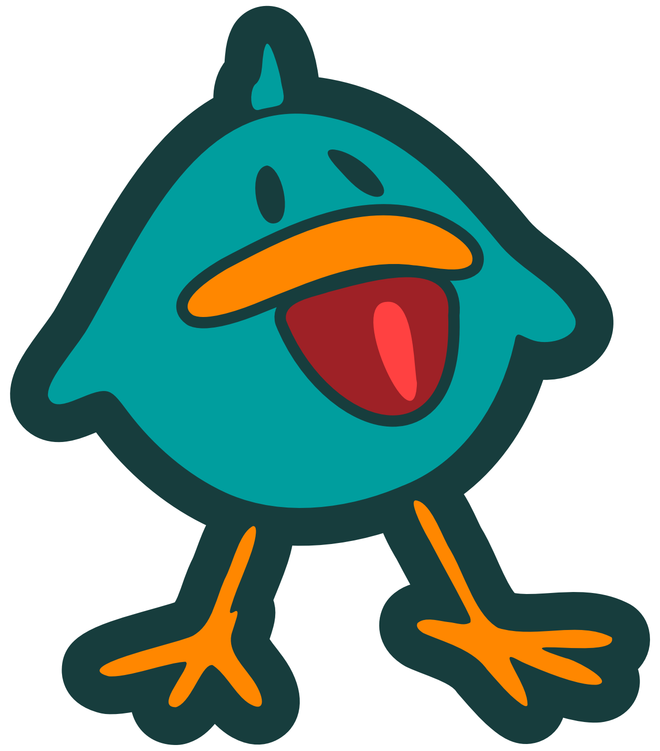
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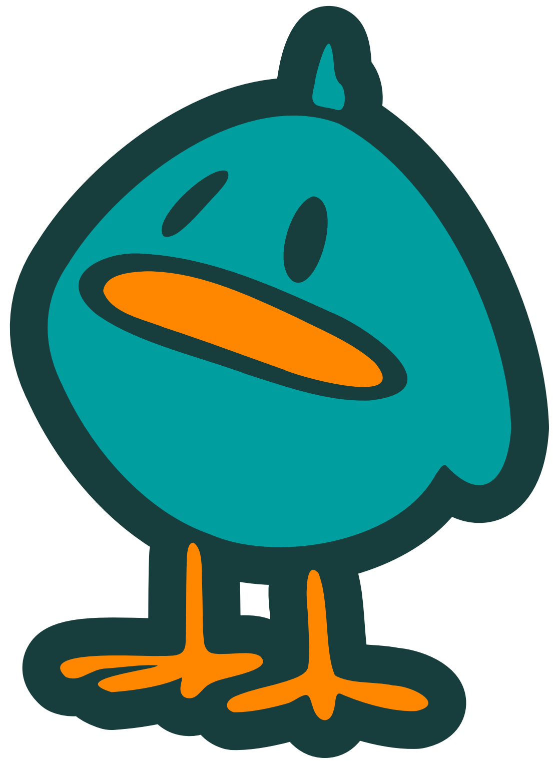
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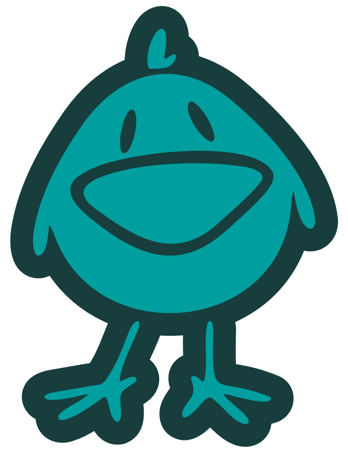
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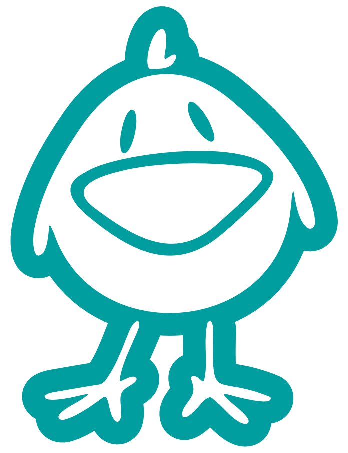
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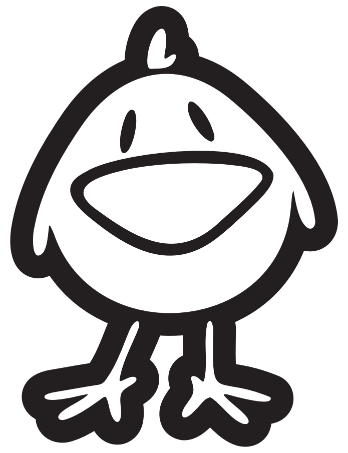
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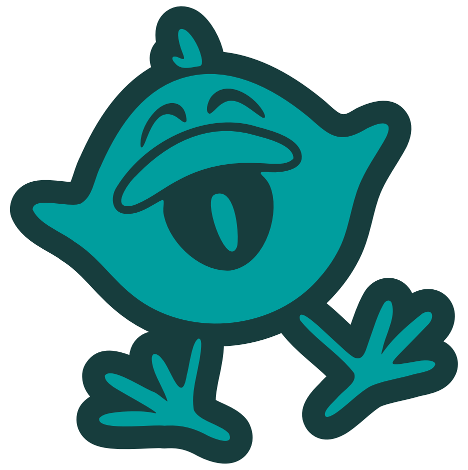
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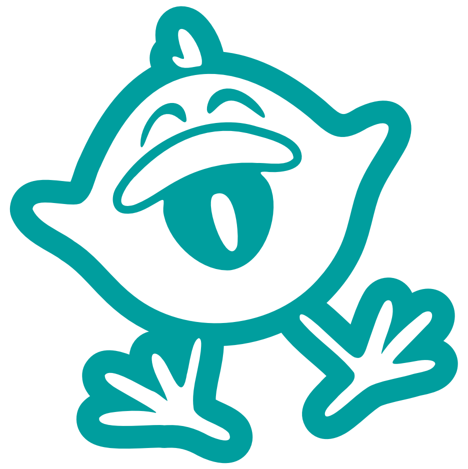
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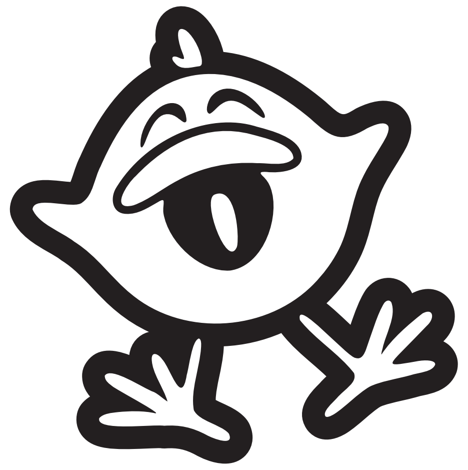
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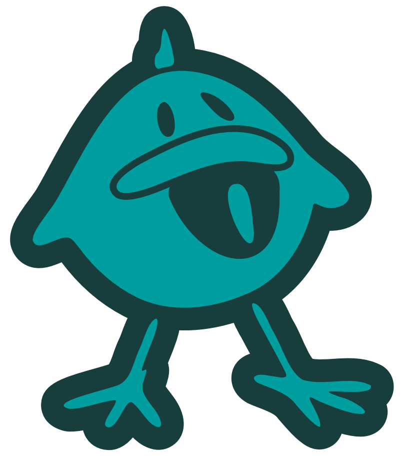
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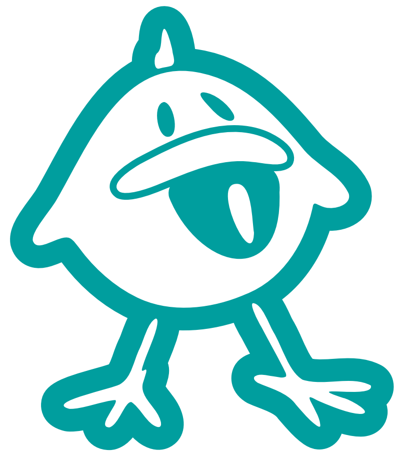
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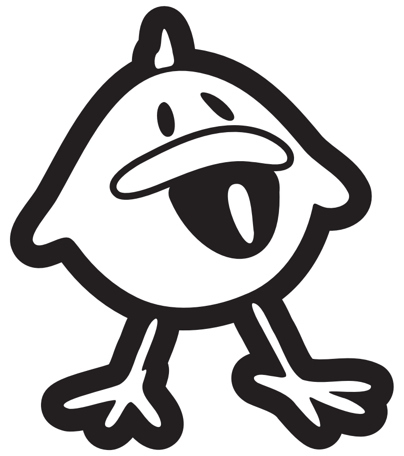
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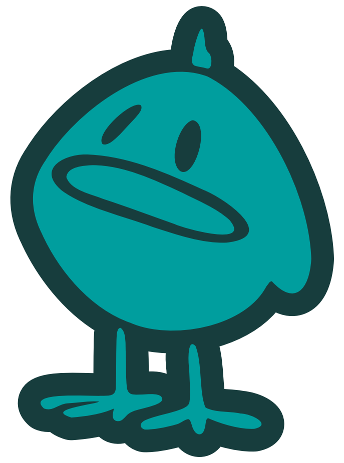
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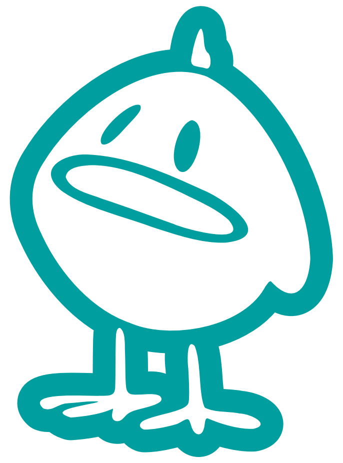
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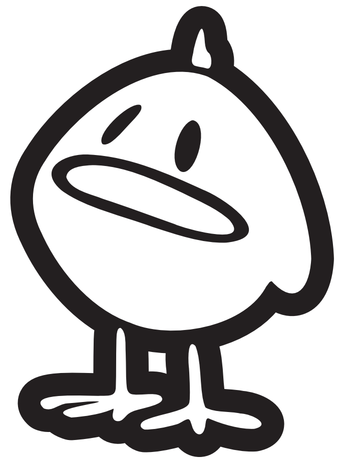
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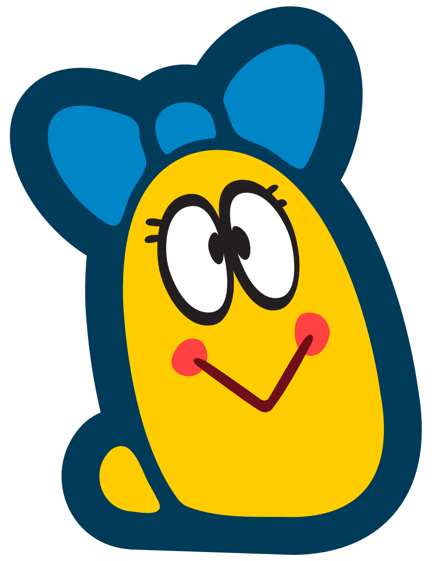
Valentina

2D Poses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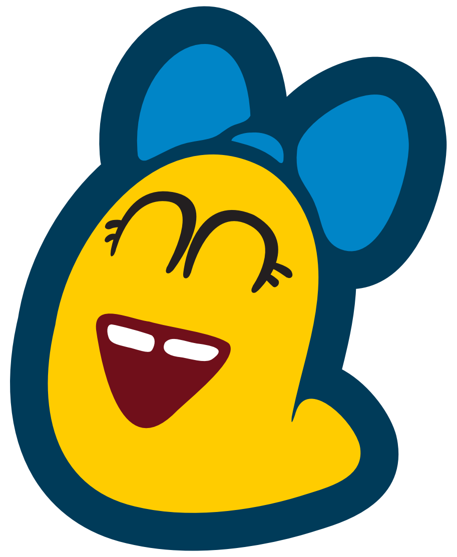
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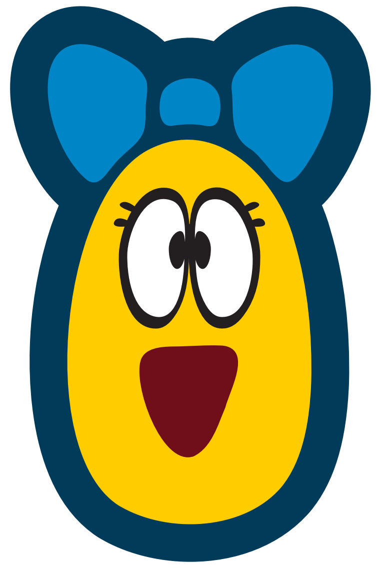
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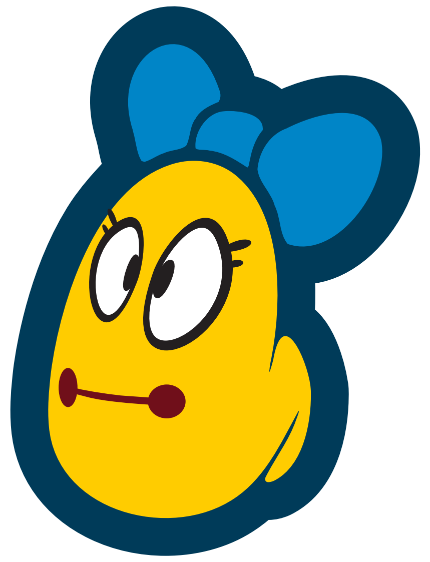
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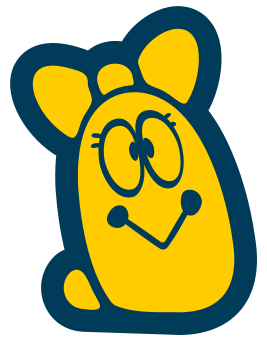
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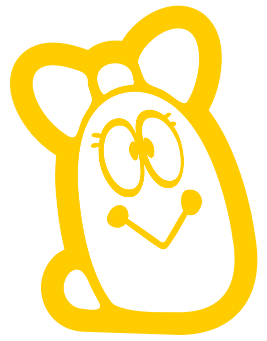
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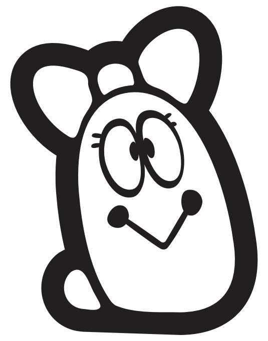
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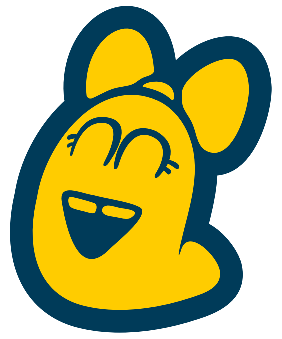
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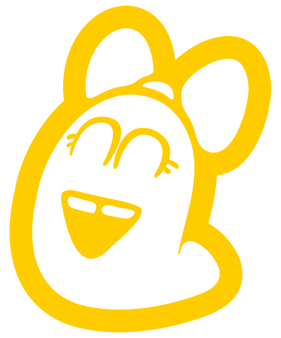
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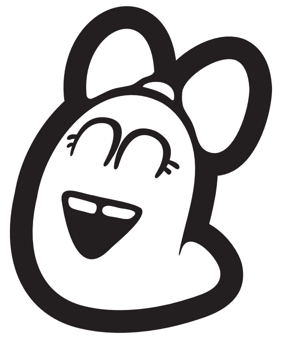
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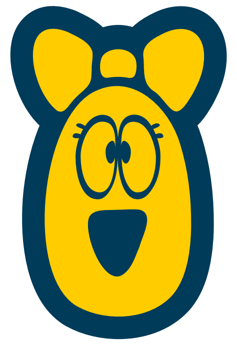
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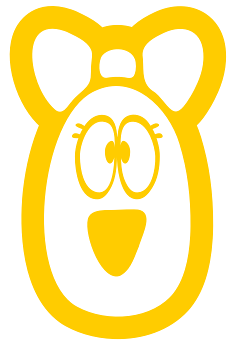
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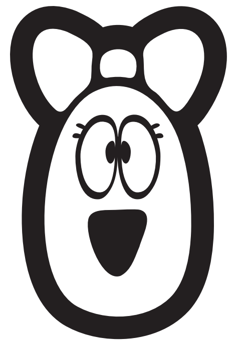
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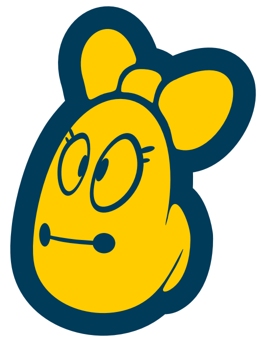
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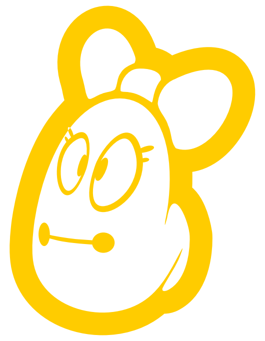
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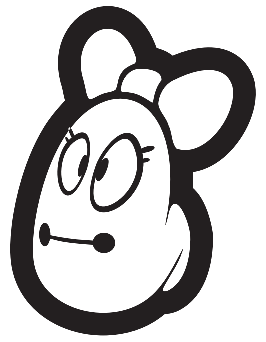
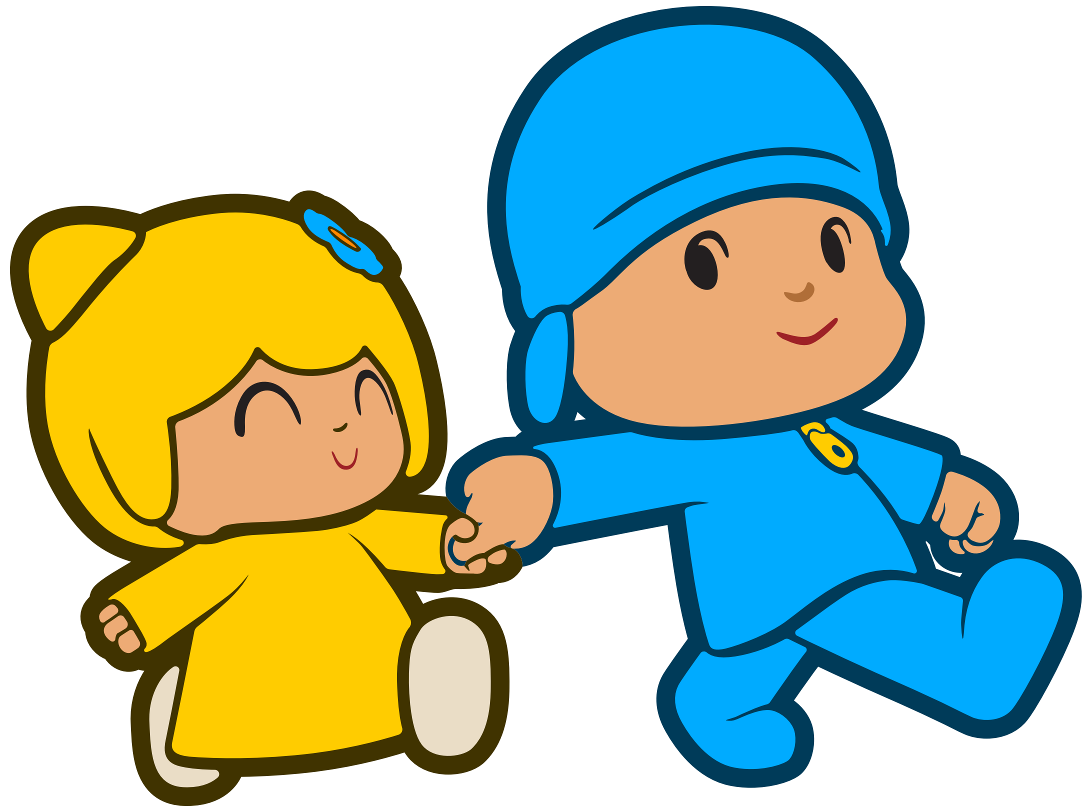
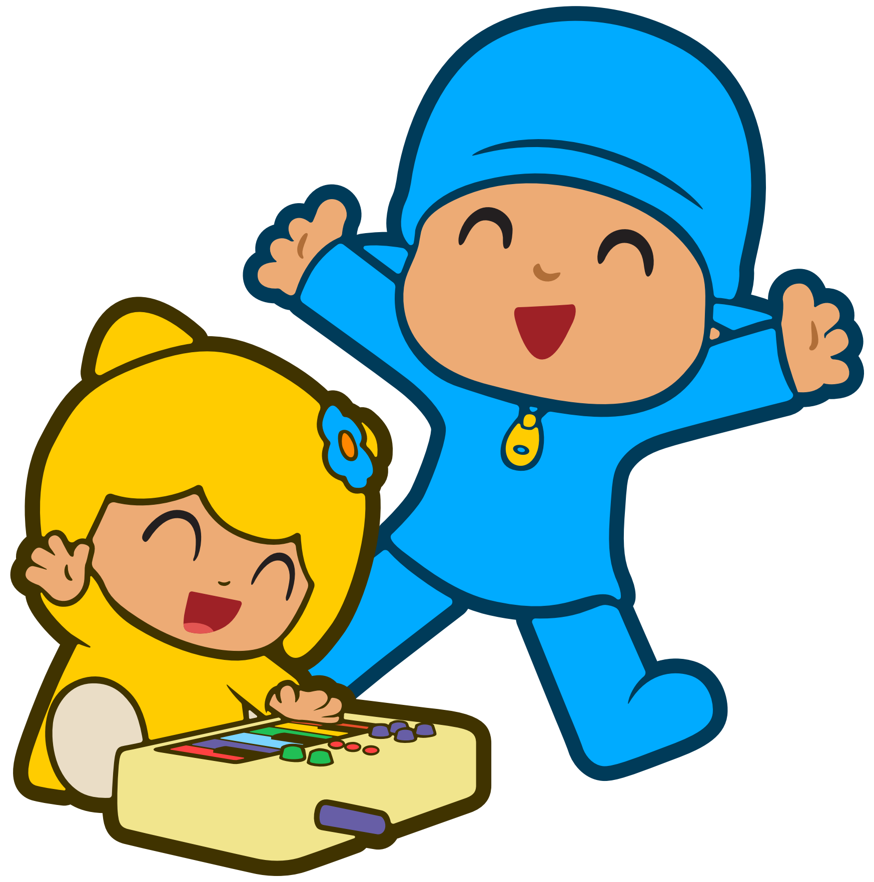

VALENTINA_LAD_0004

Pairs

2D Poses Full Colour



PAIRS_2D_0001



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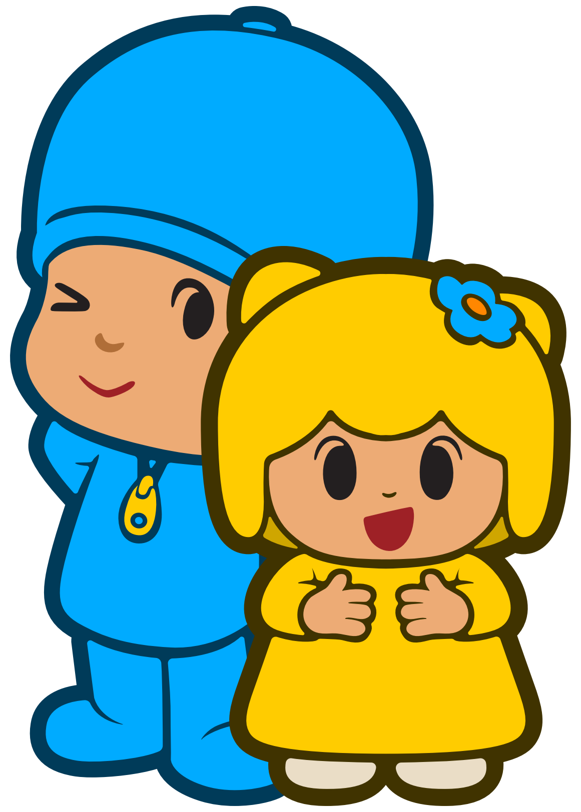

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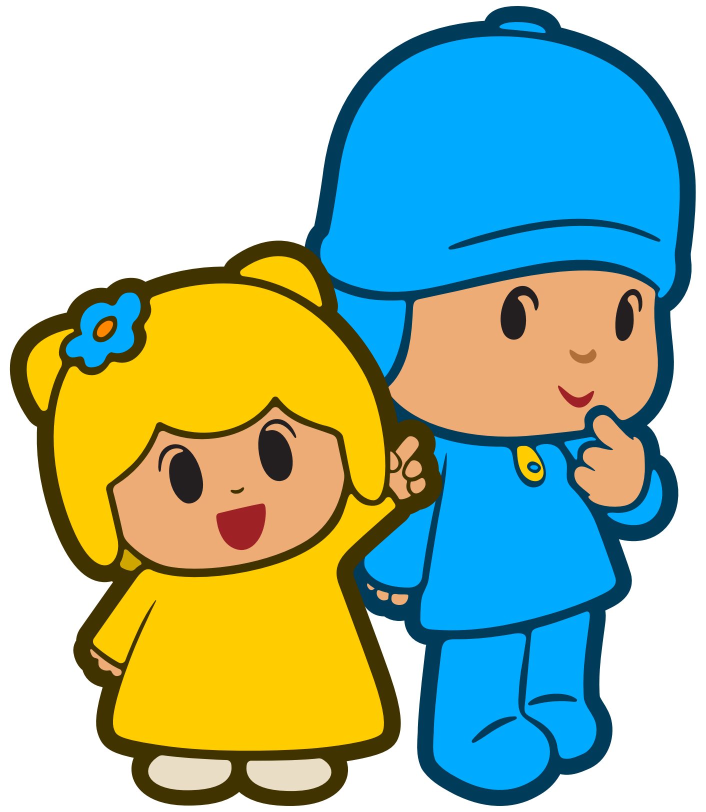

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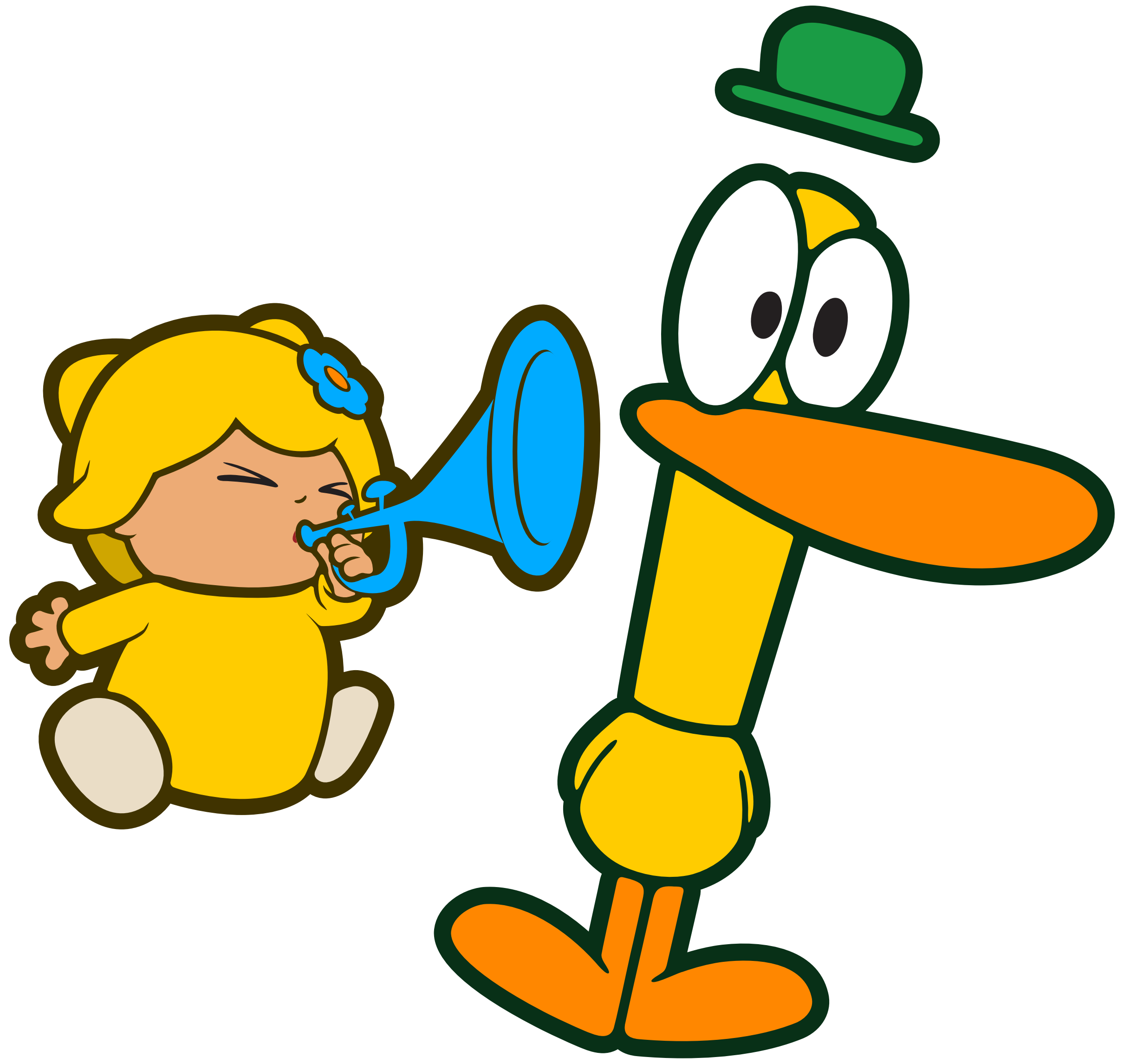

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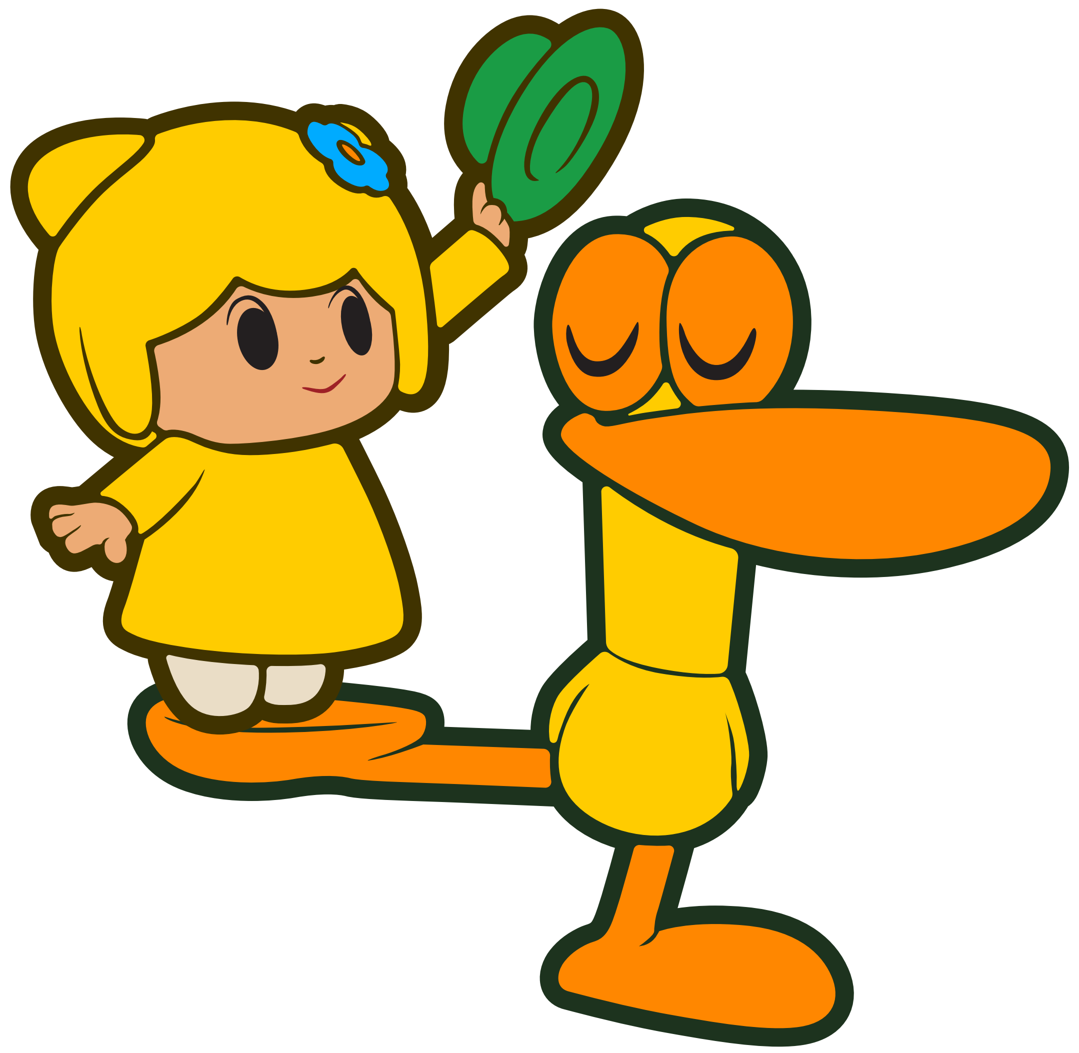

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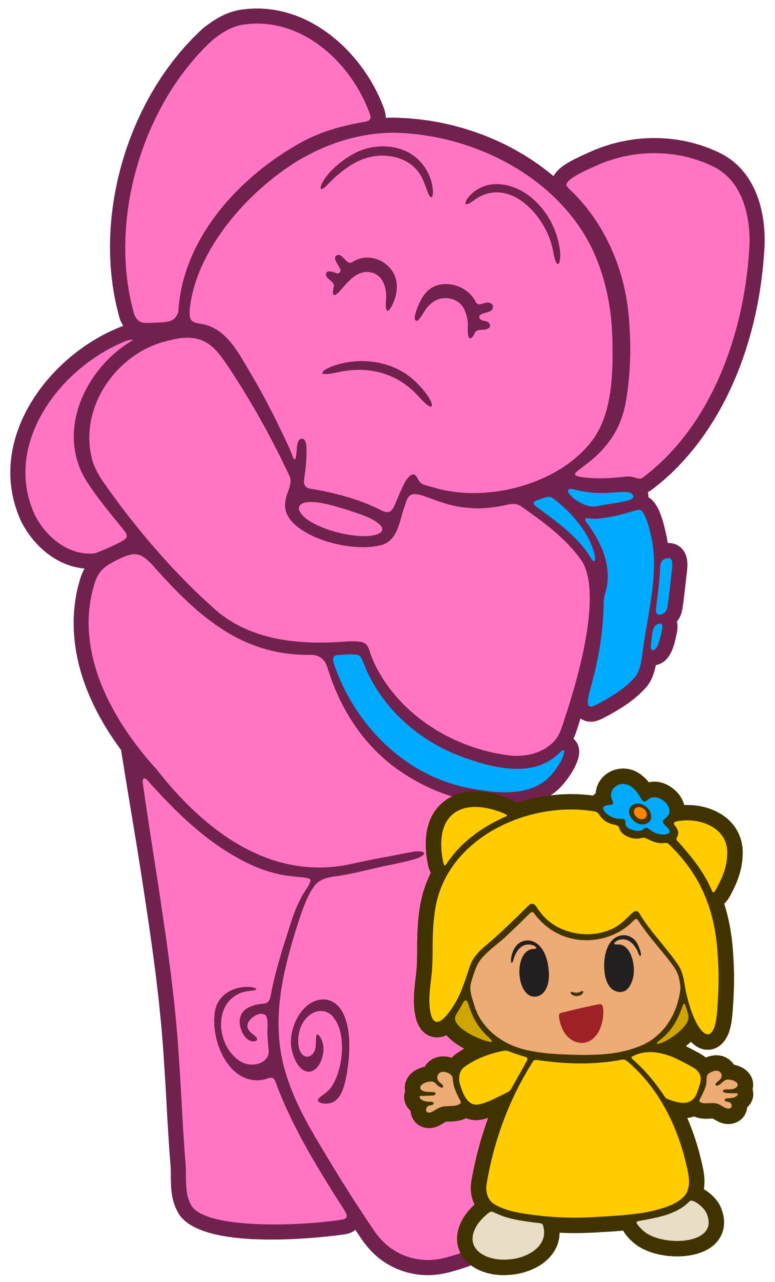

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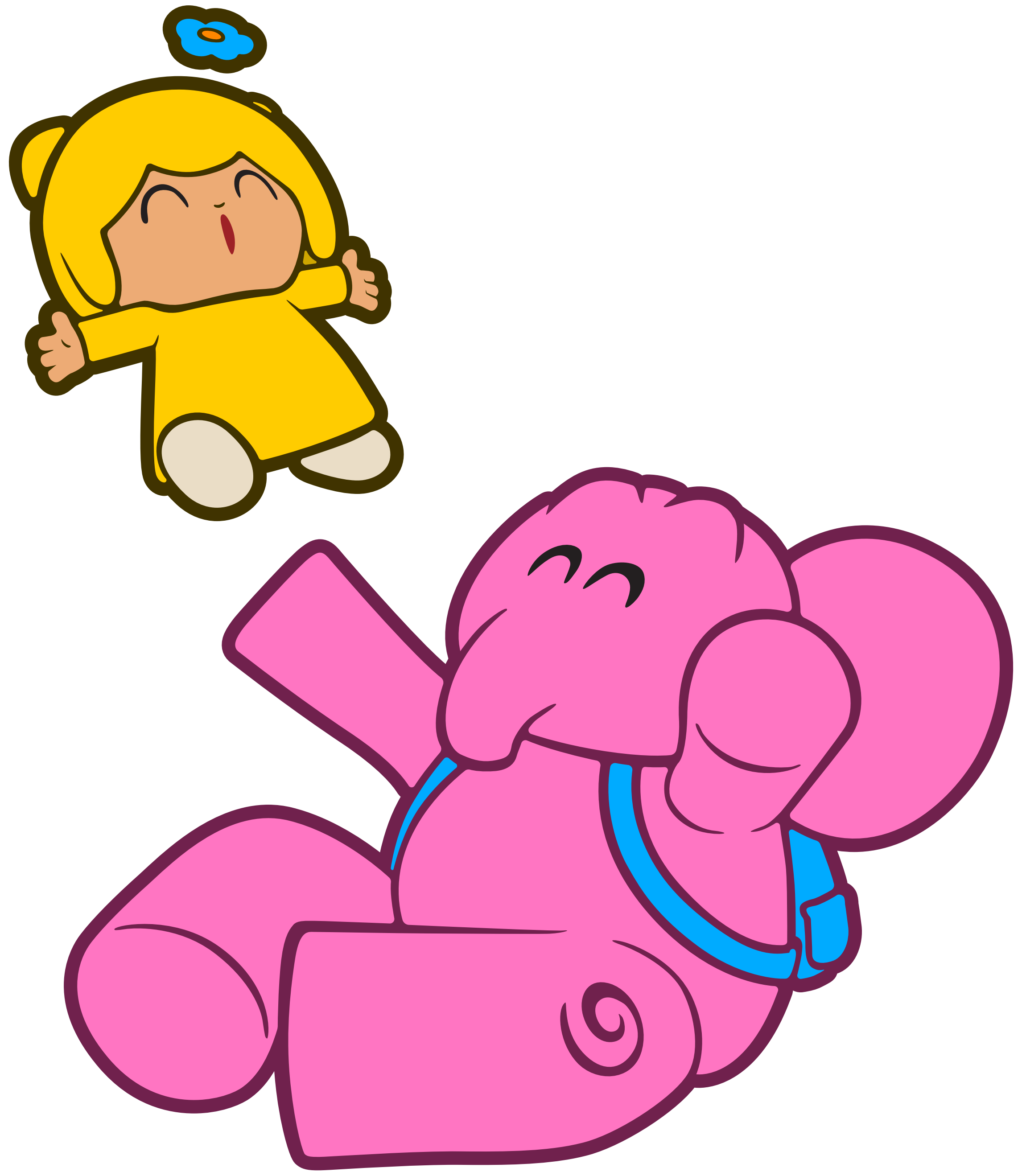
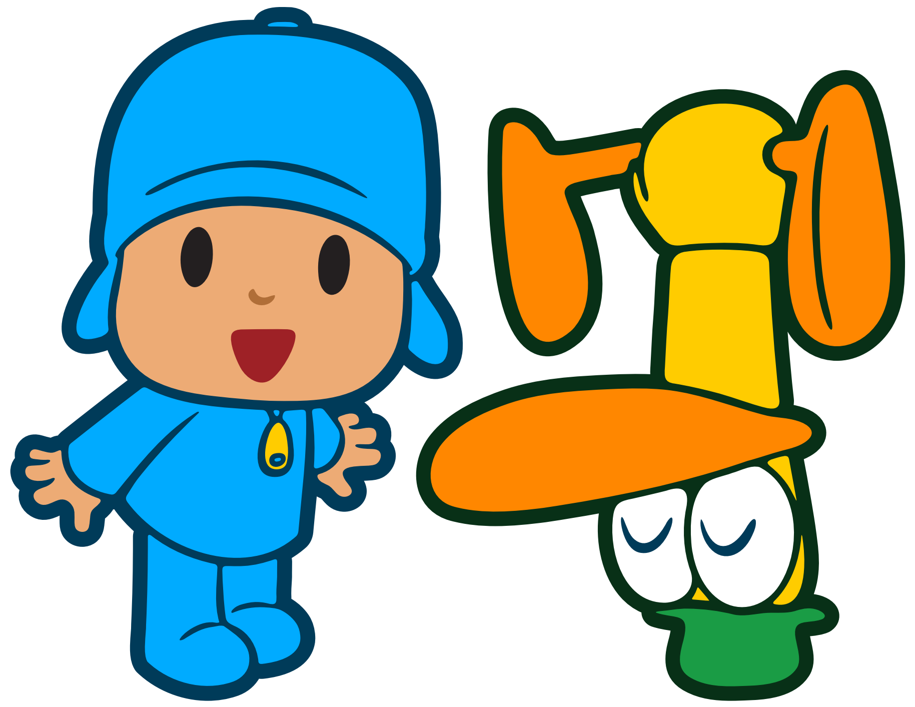


PAIRS_2D_0008

Pairs

2D Poses Full Colour



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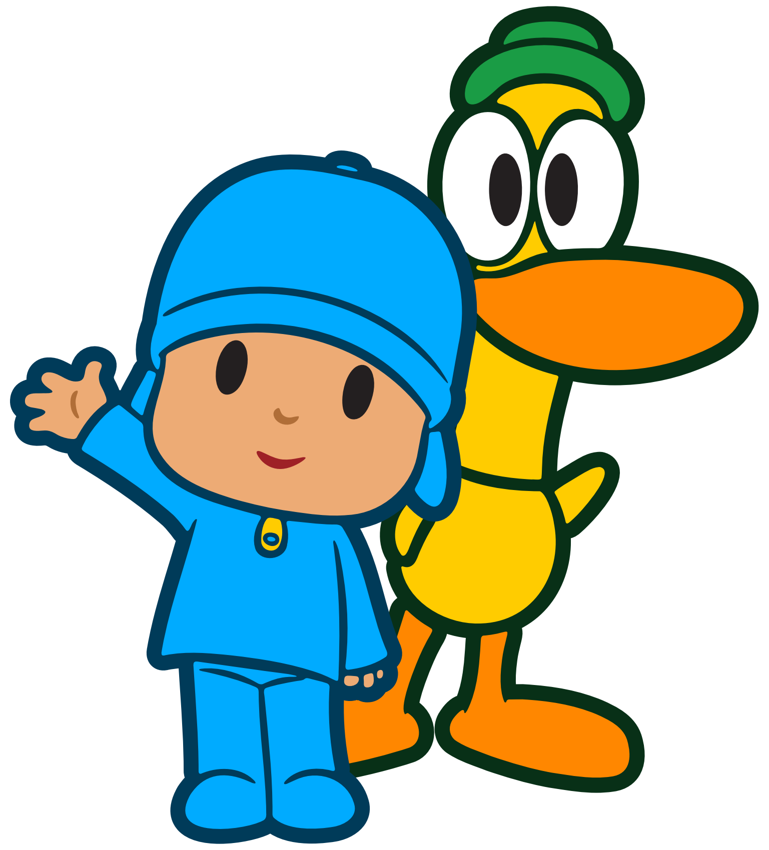

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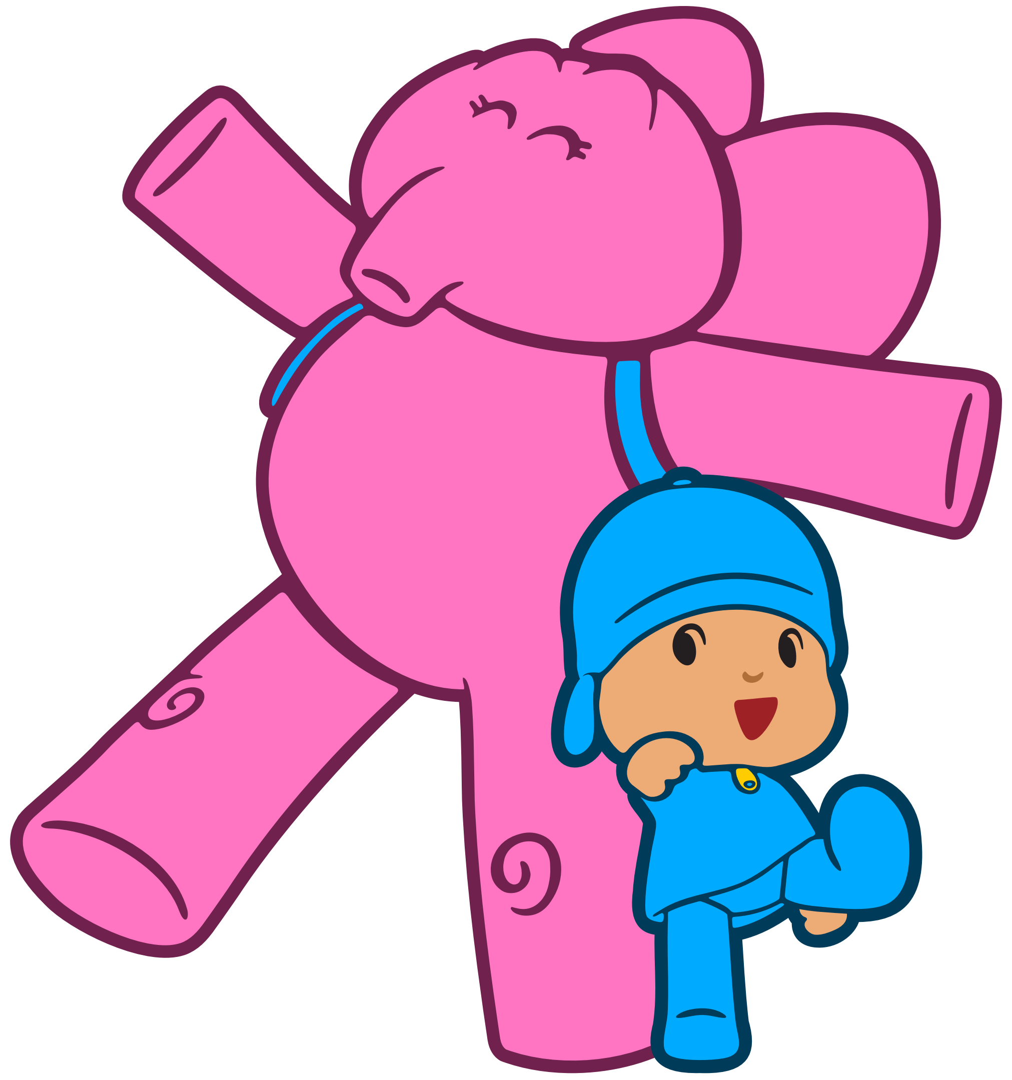

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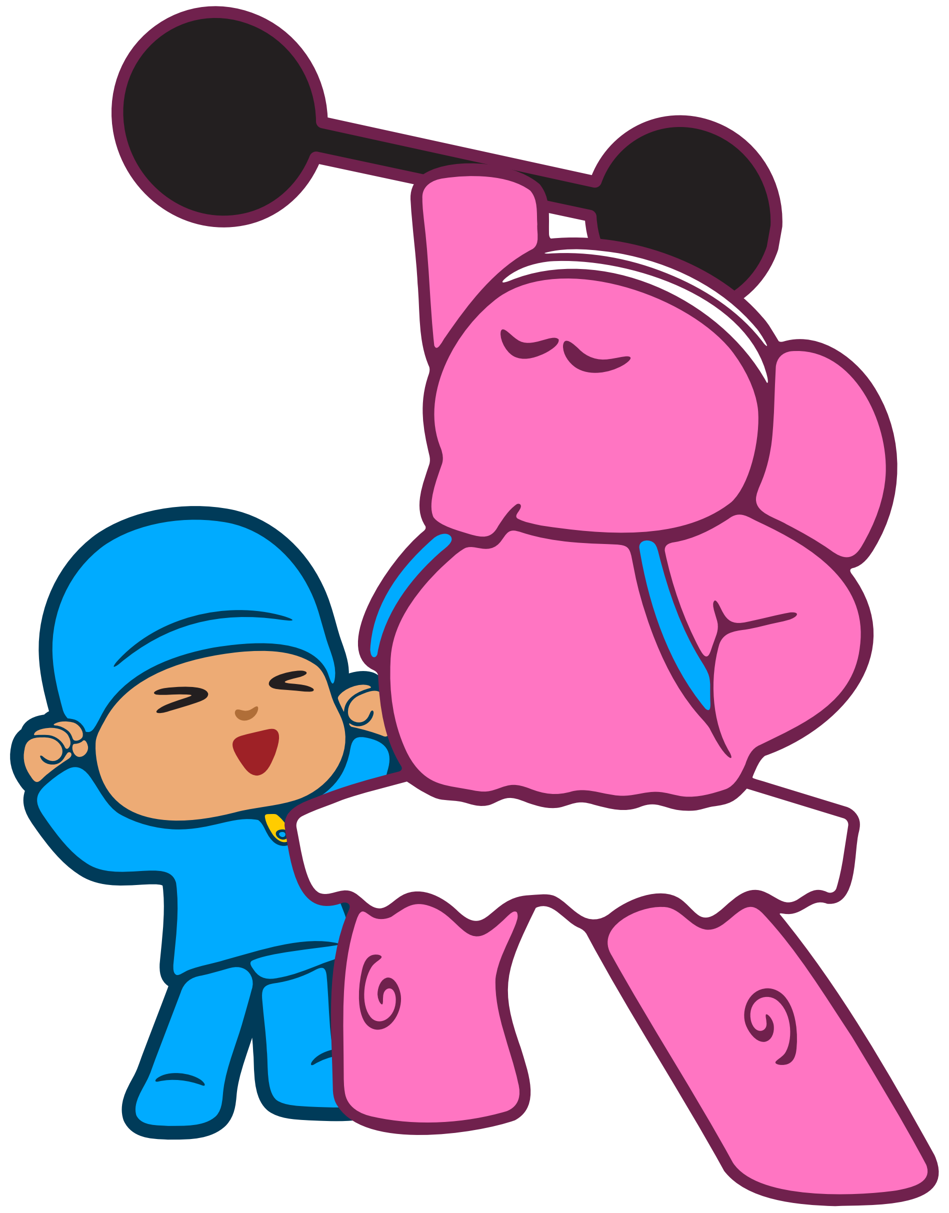

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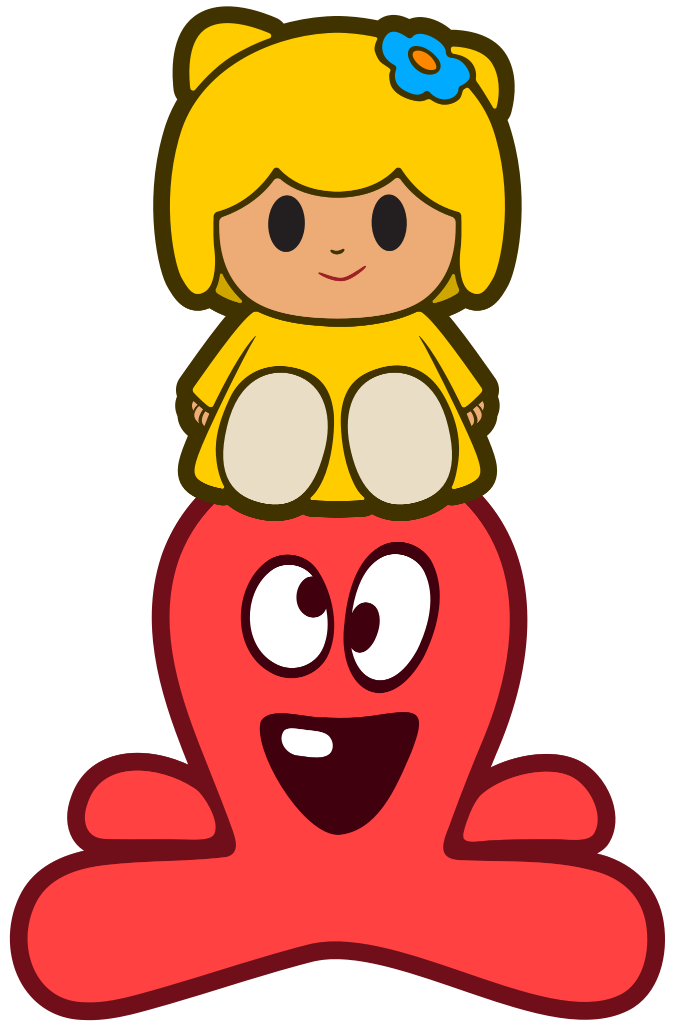

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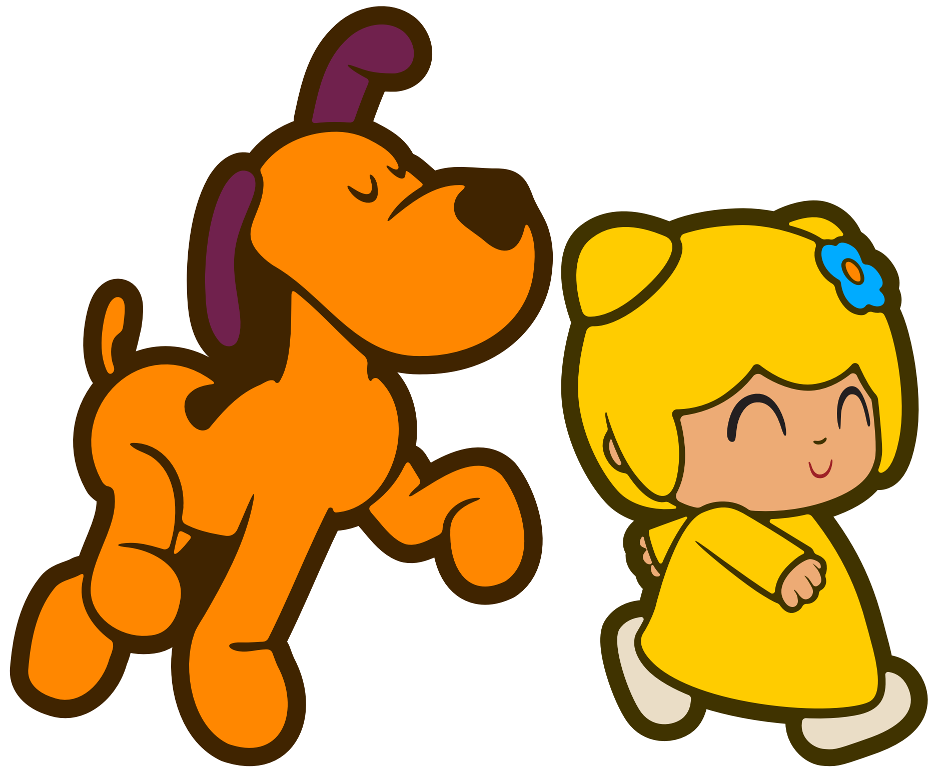

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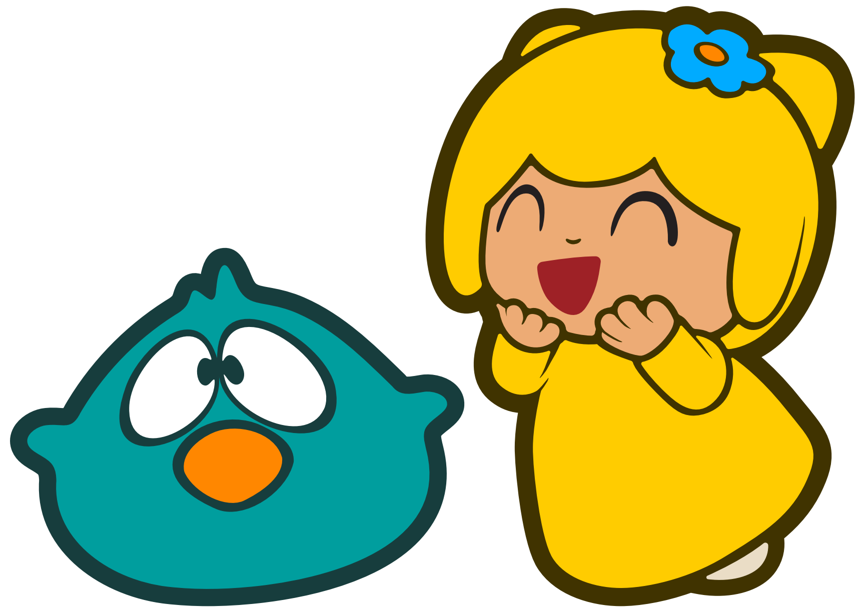

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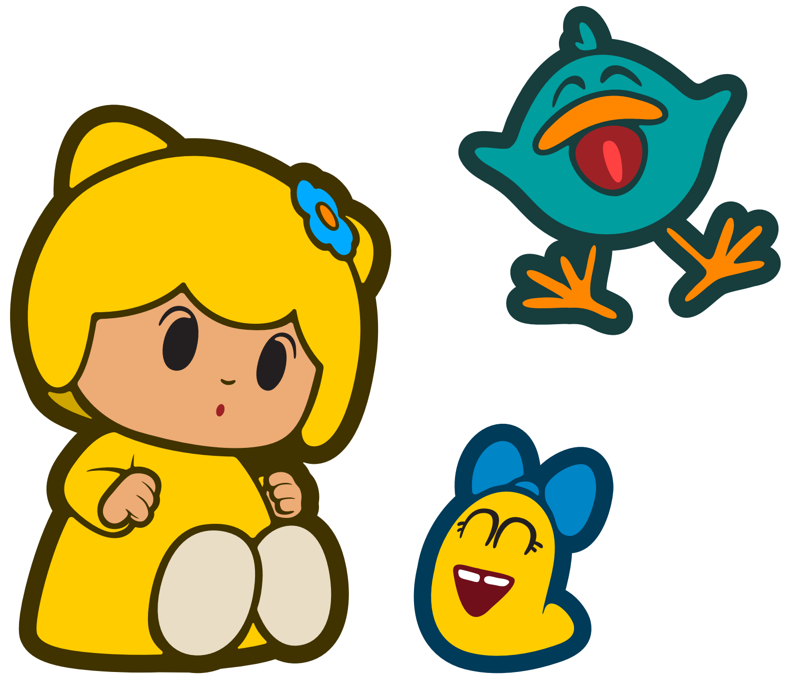
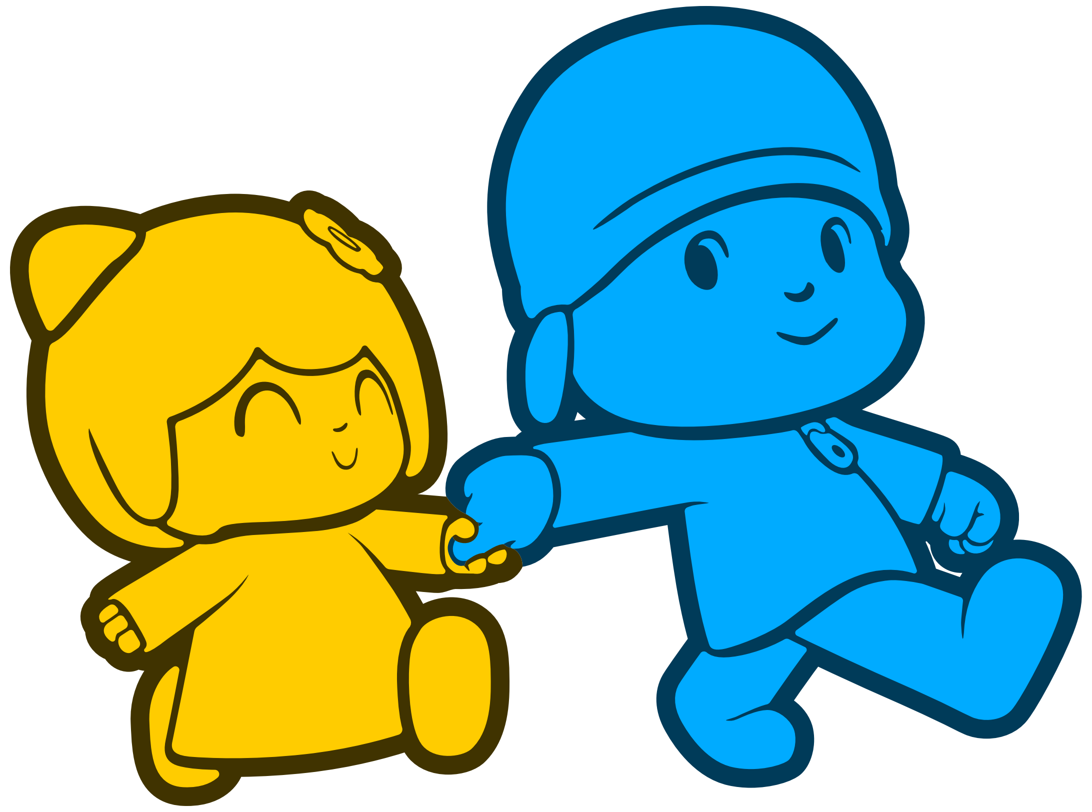


PAIRS_2D_0016

Pairs



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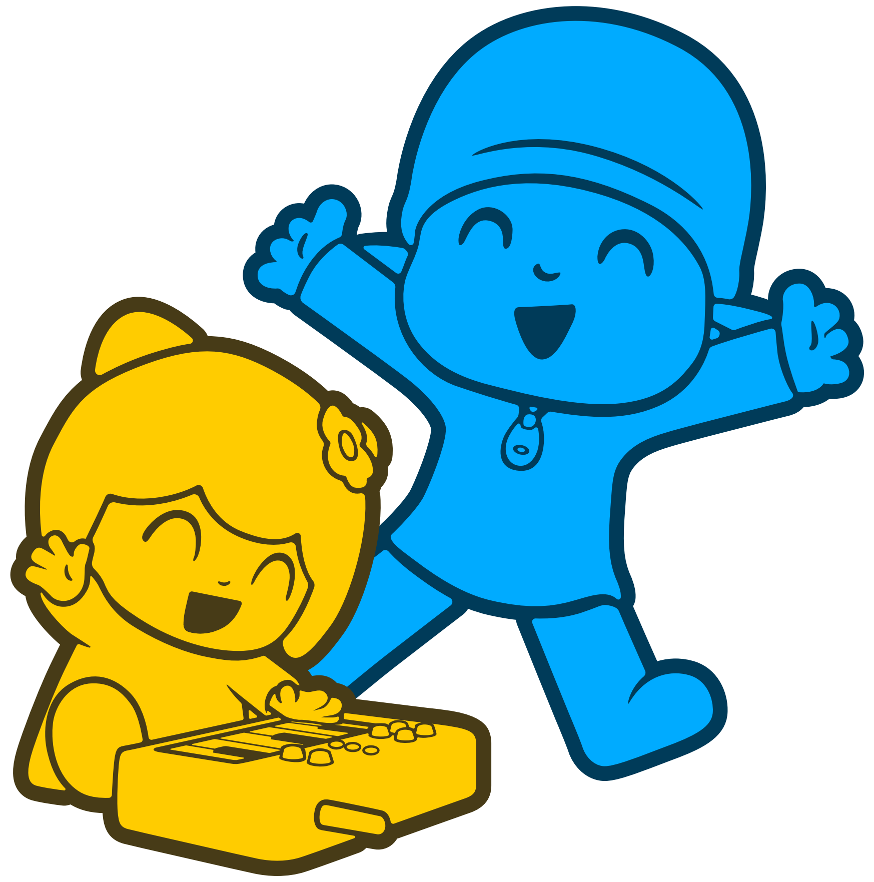

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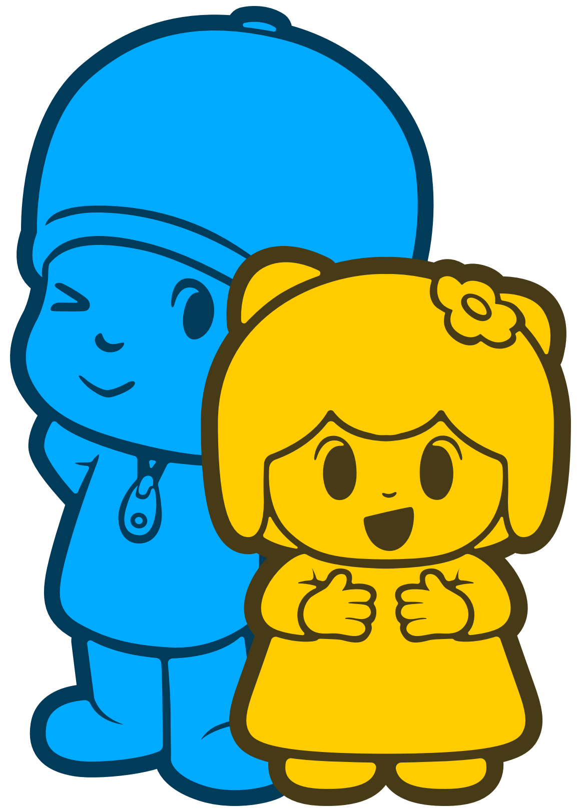

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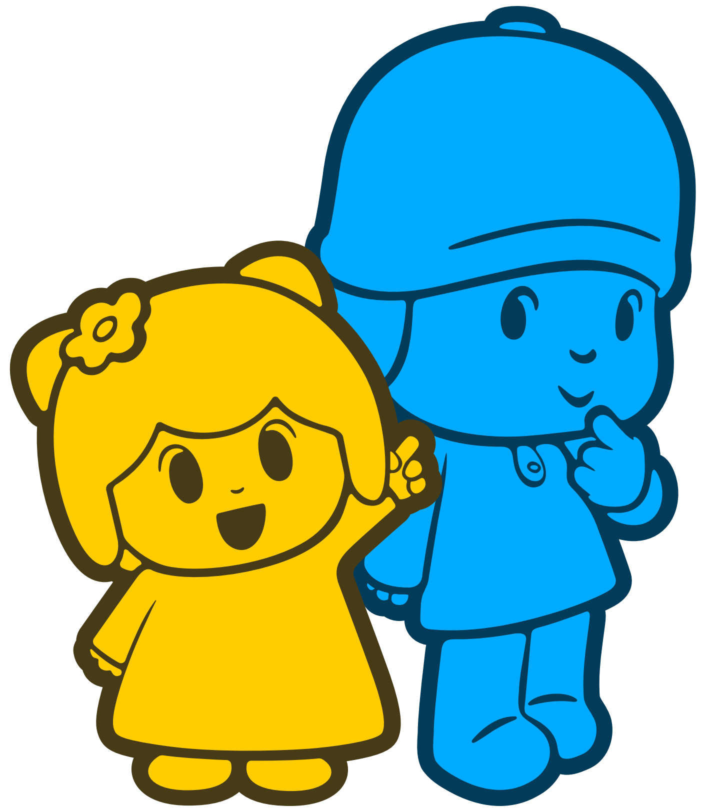

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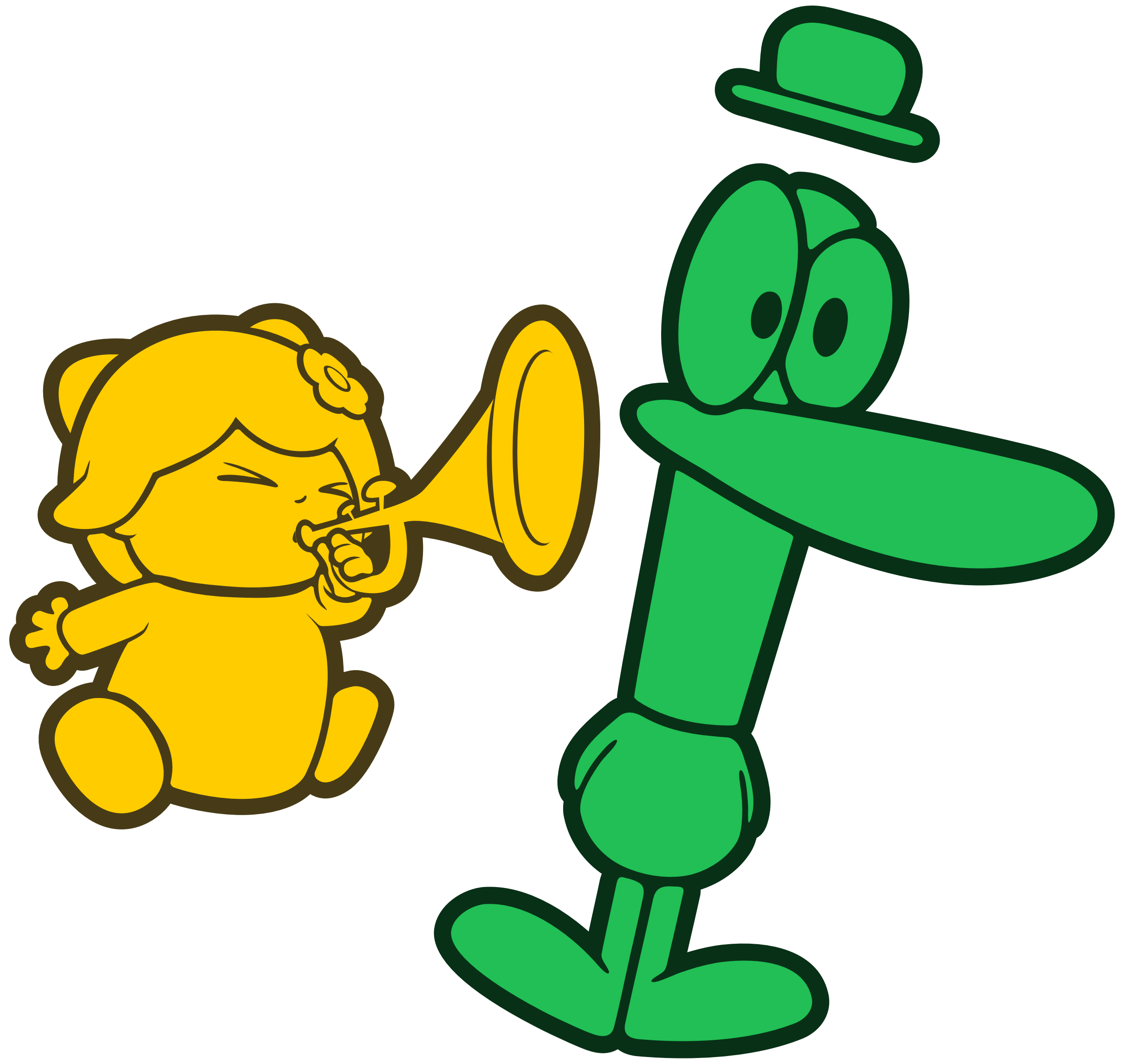
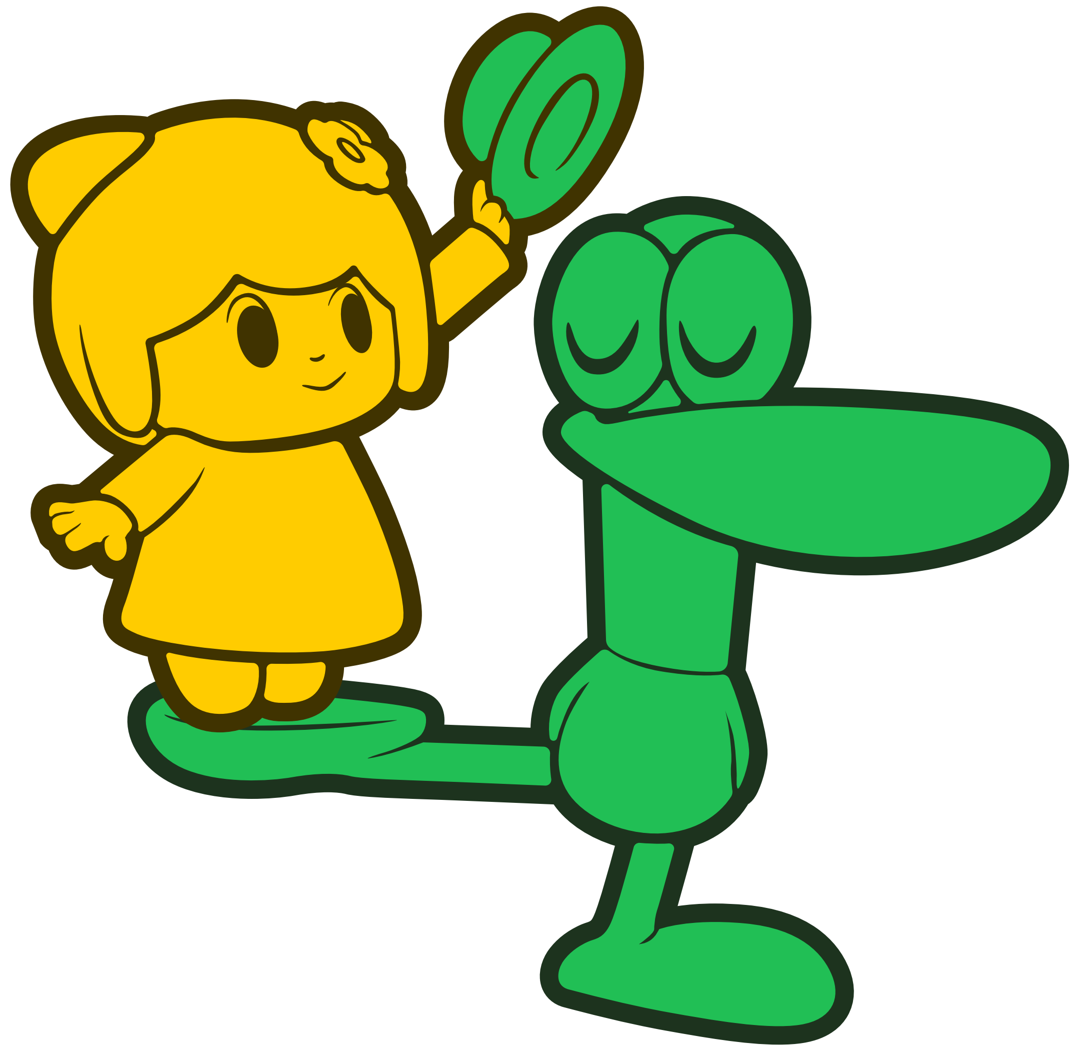
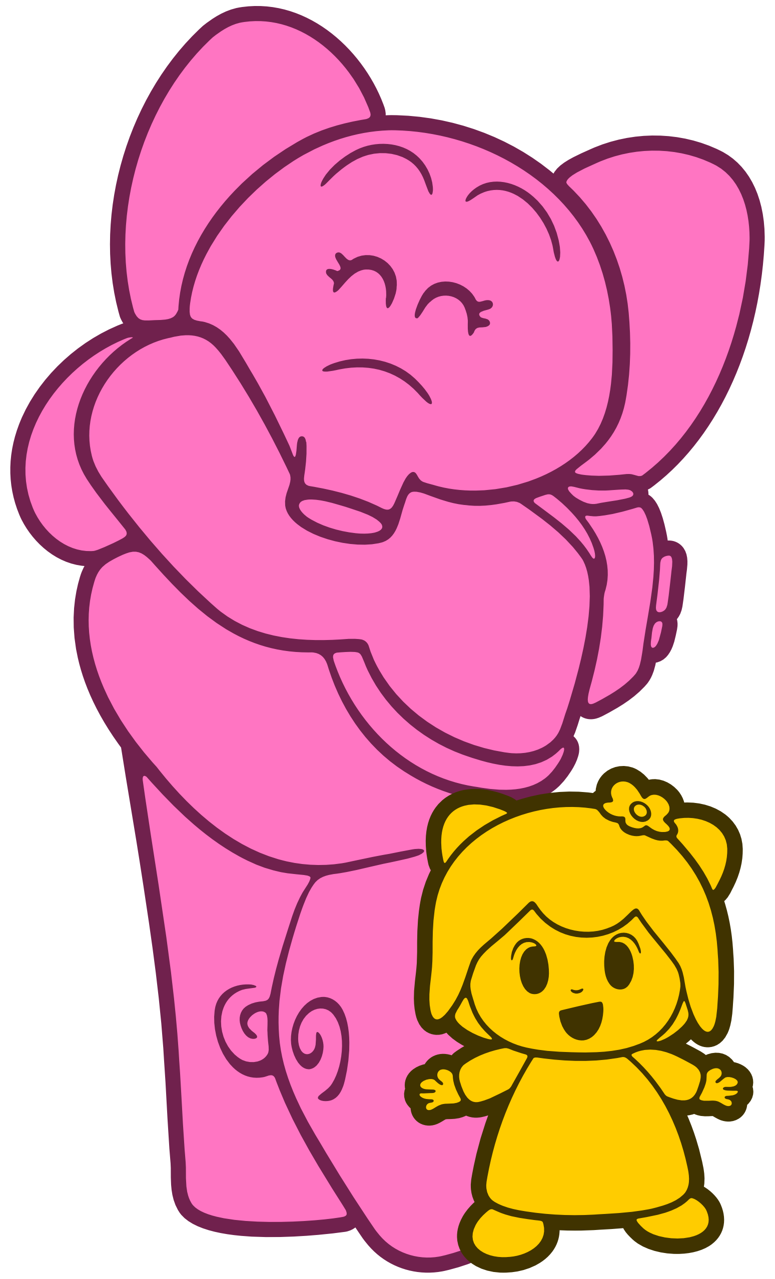


PAIRS_1C_0005



PAIRS_1C_0006



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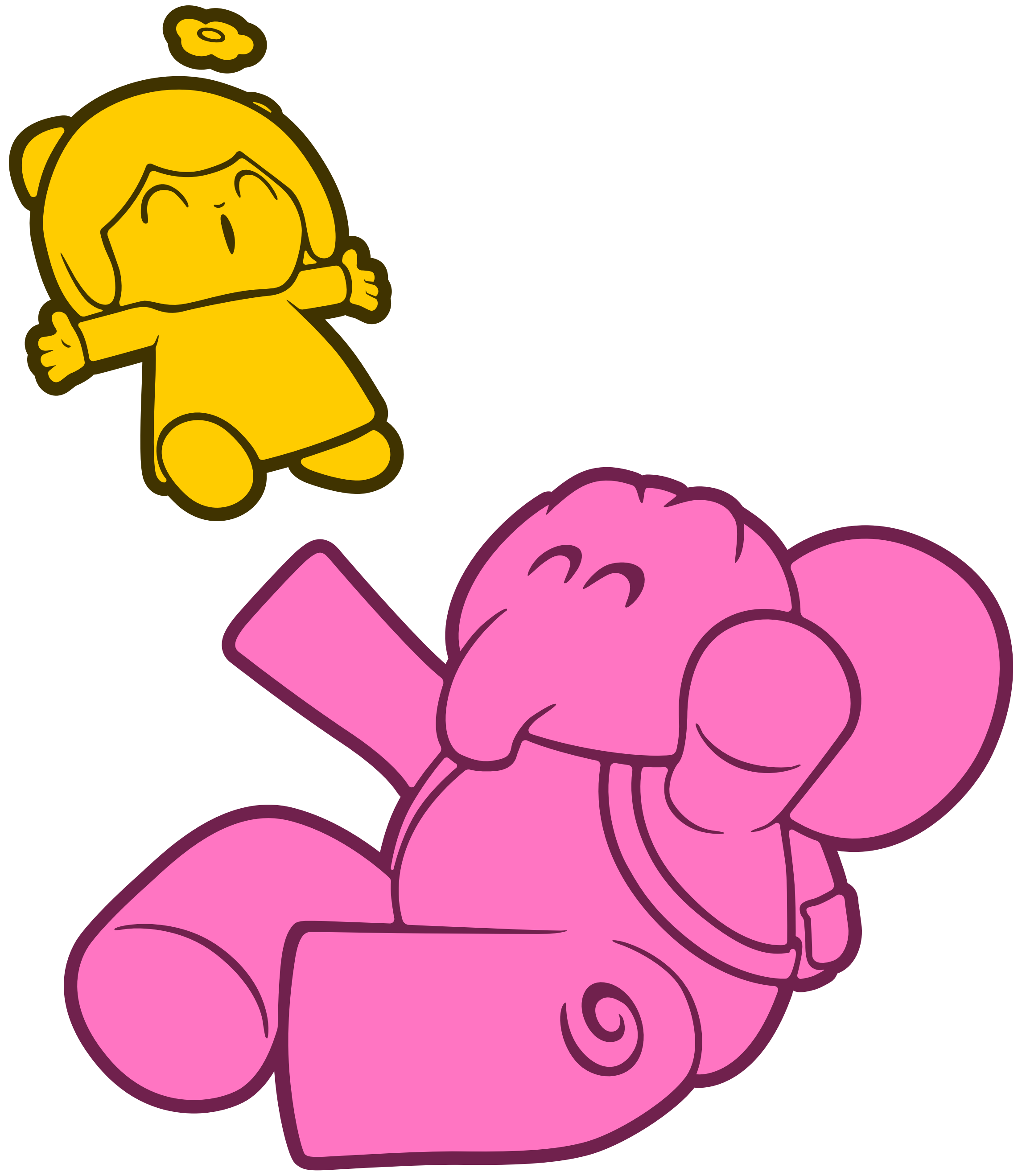

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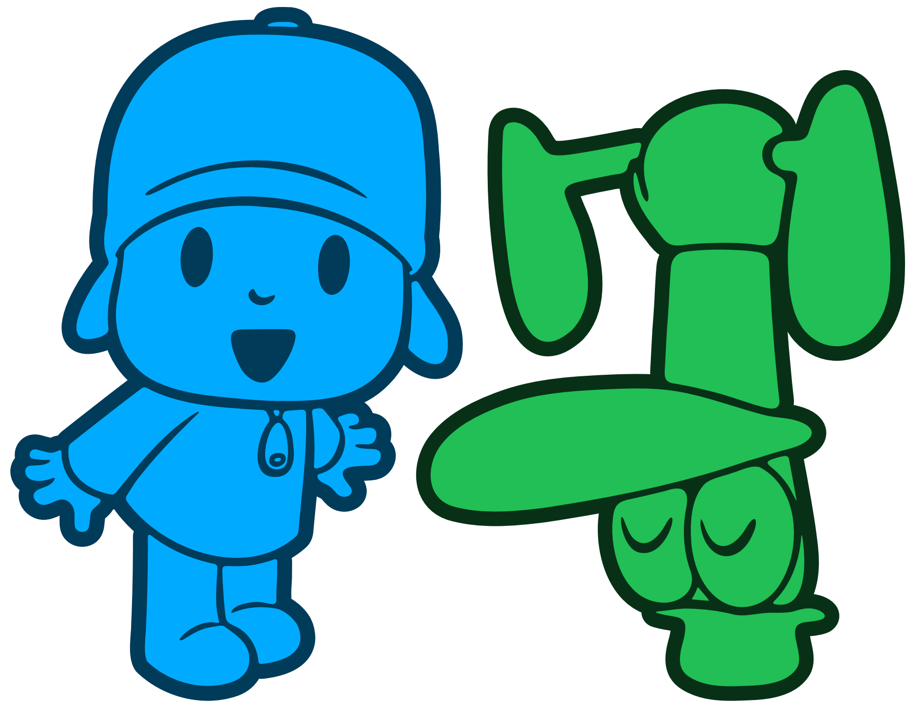
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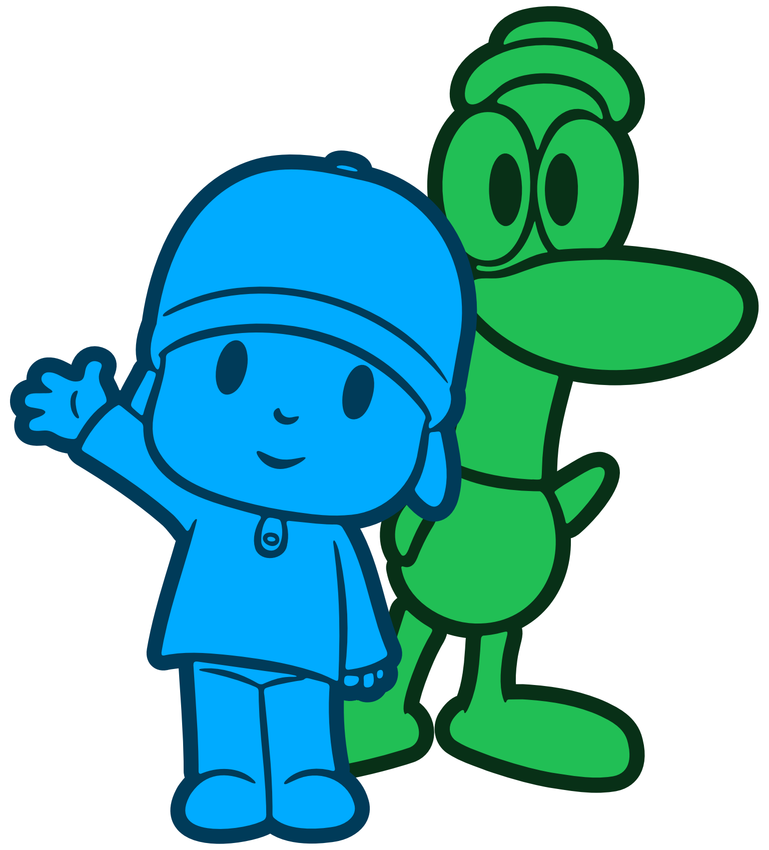
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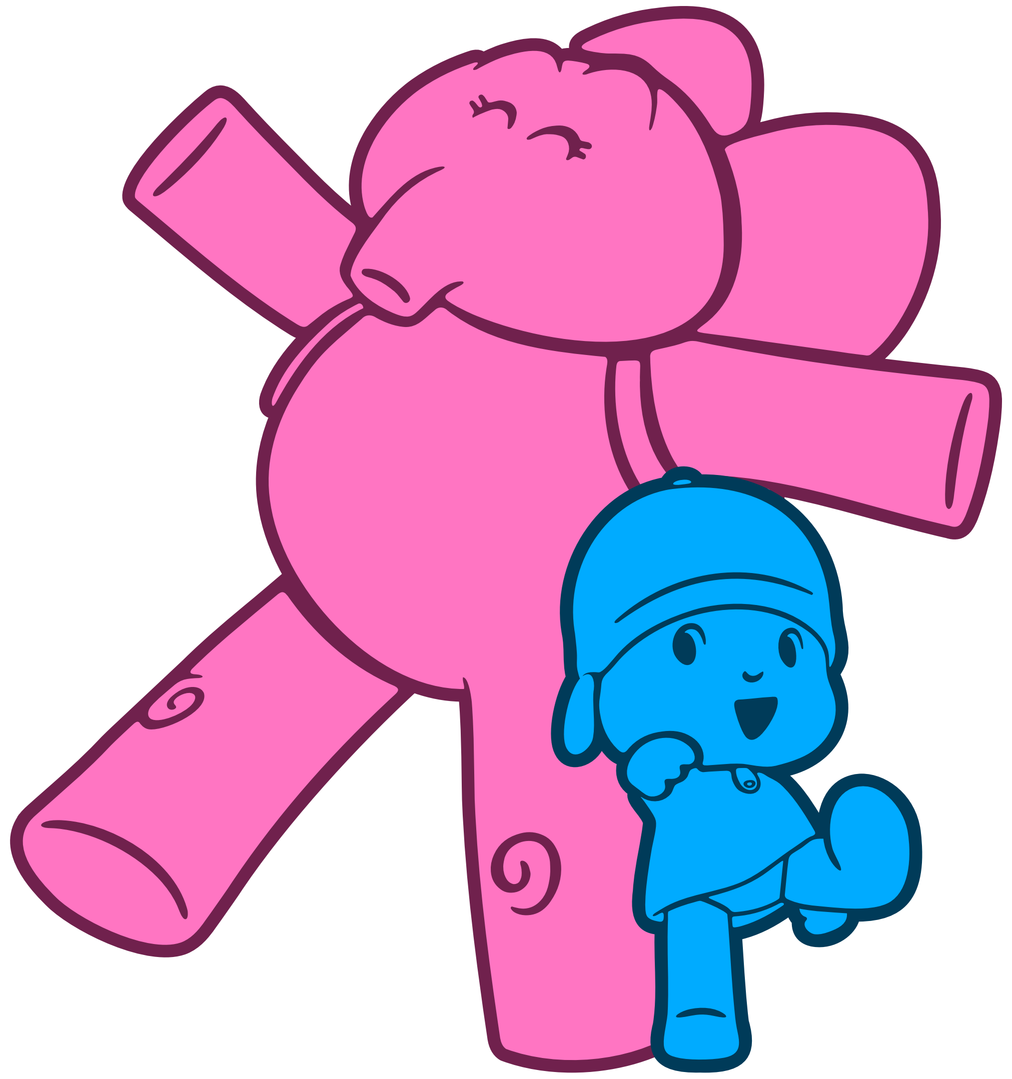
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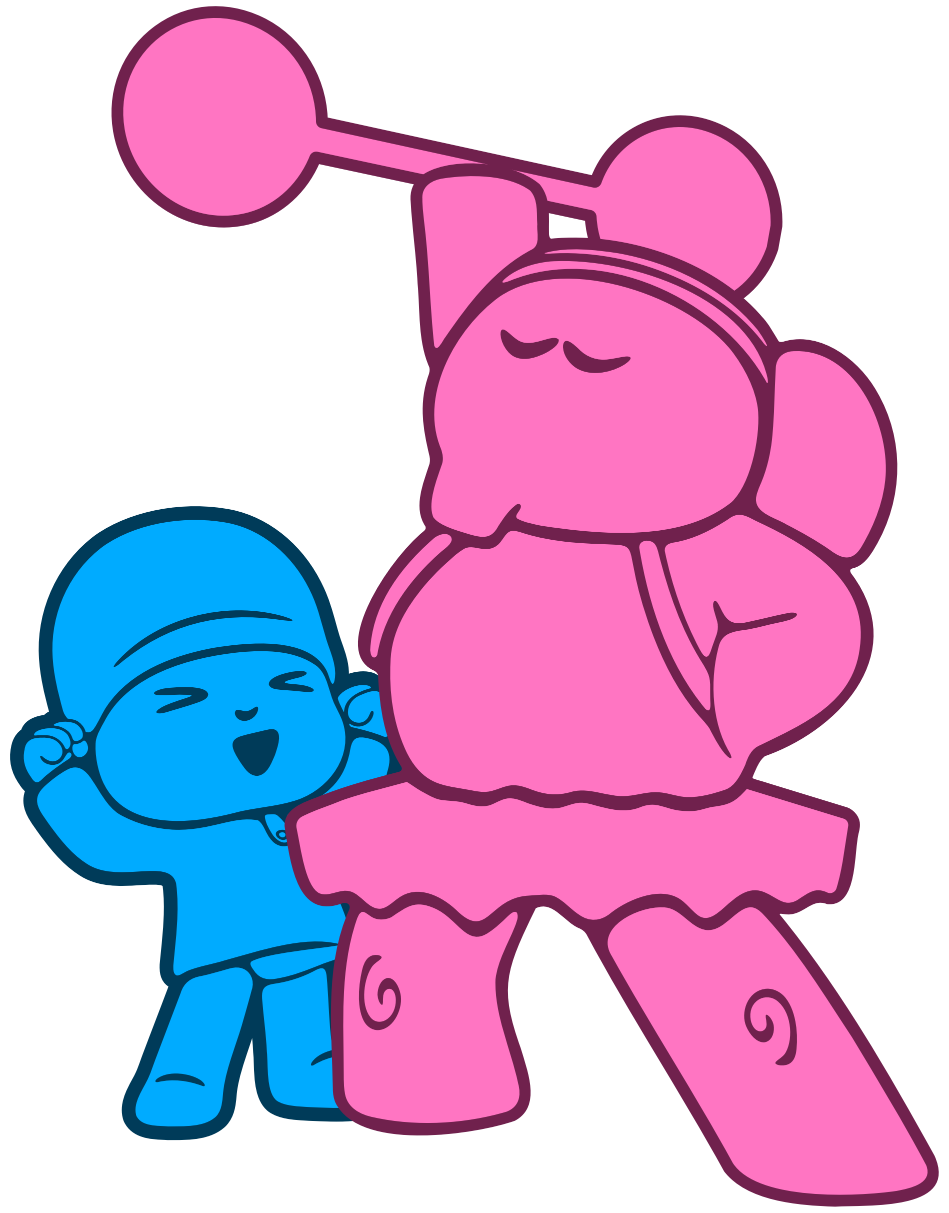
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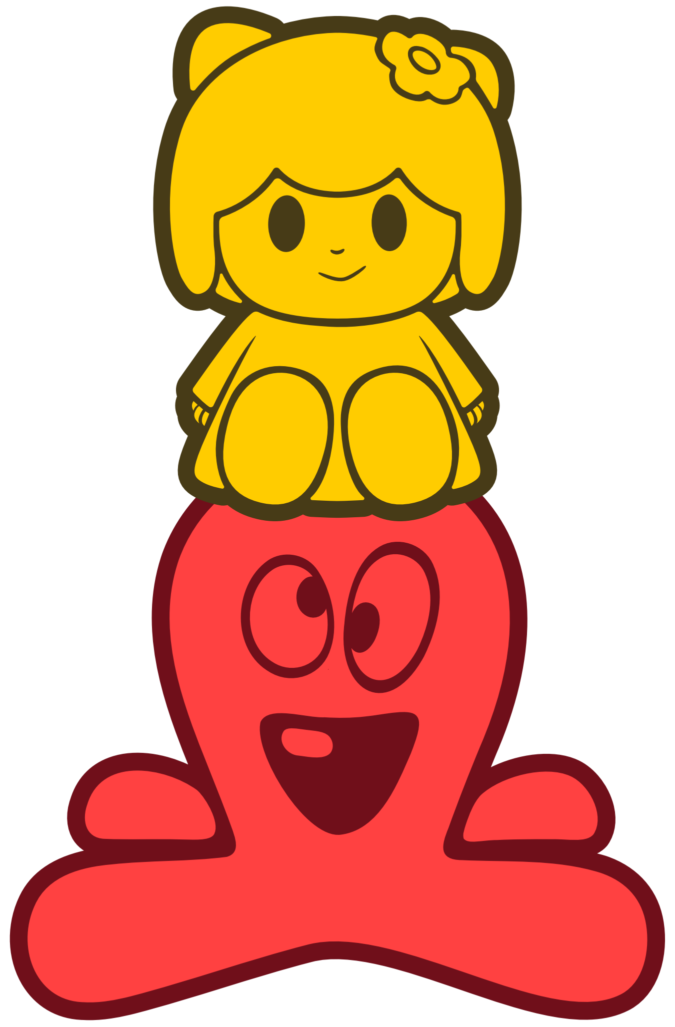
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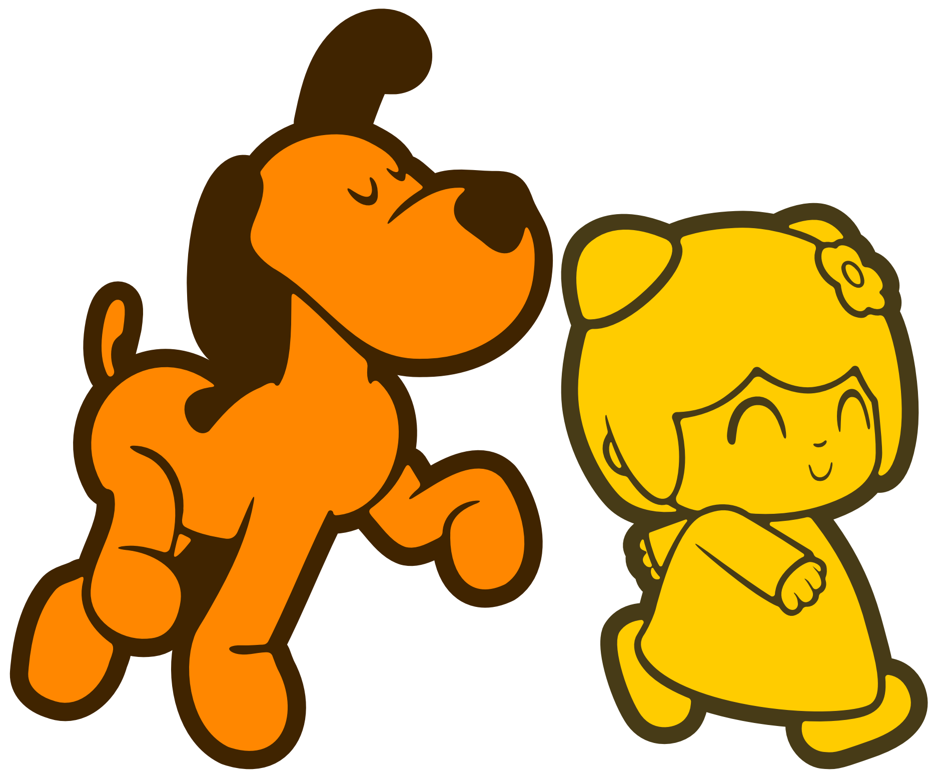
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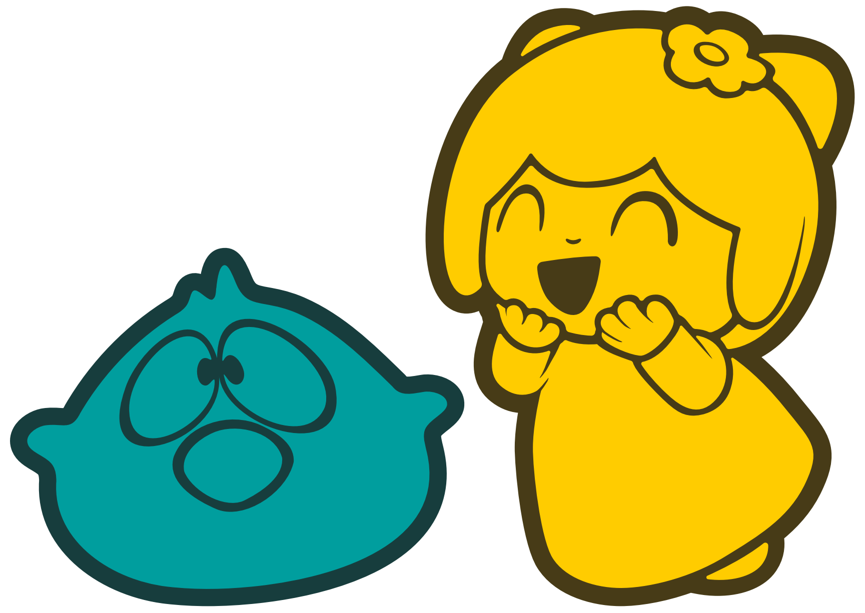
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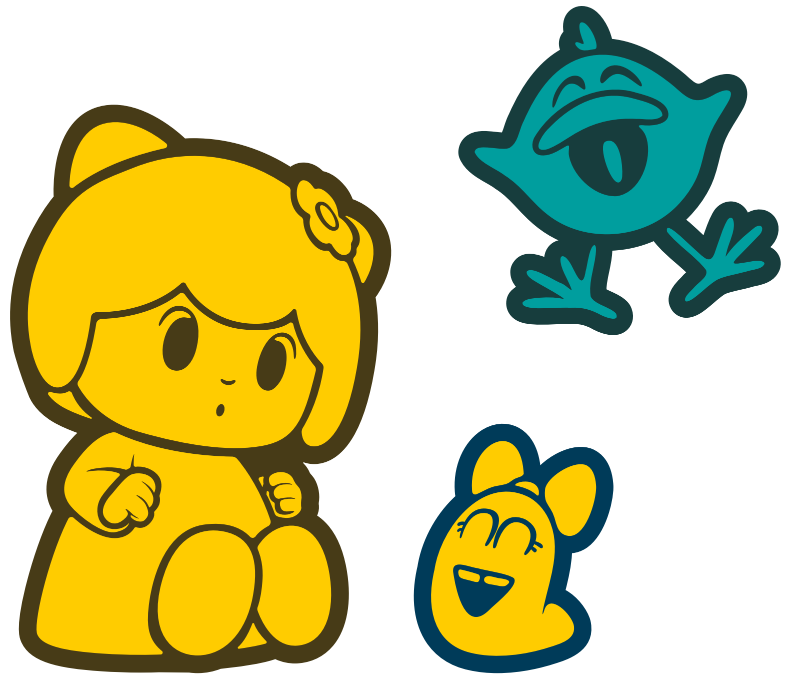
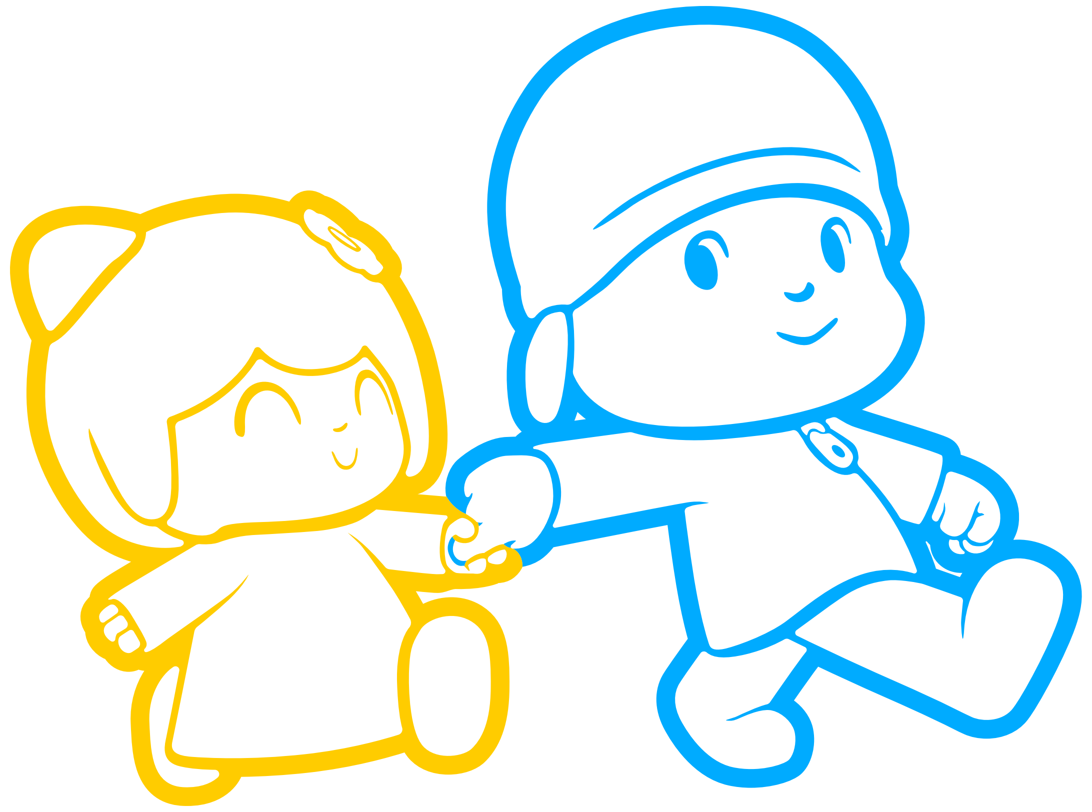
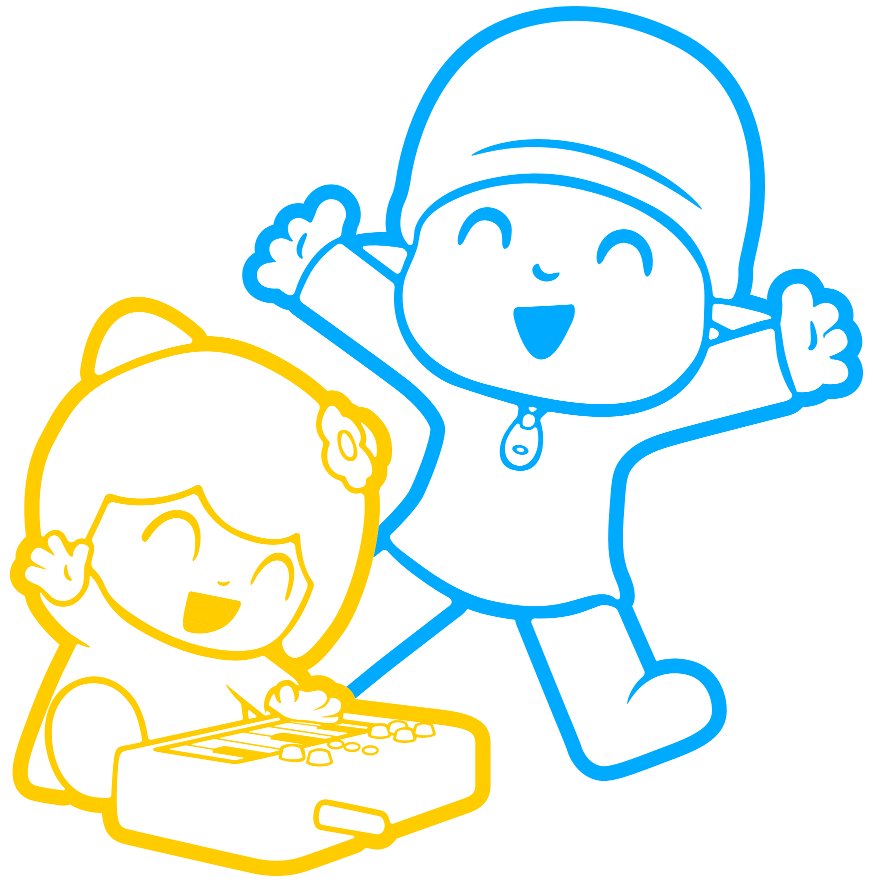

PAIRS_1C_0016

2D Poses

Line Art Light



PAIRS_LAL_0001



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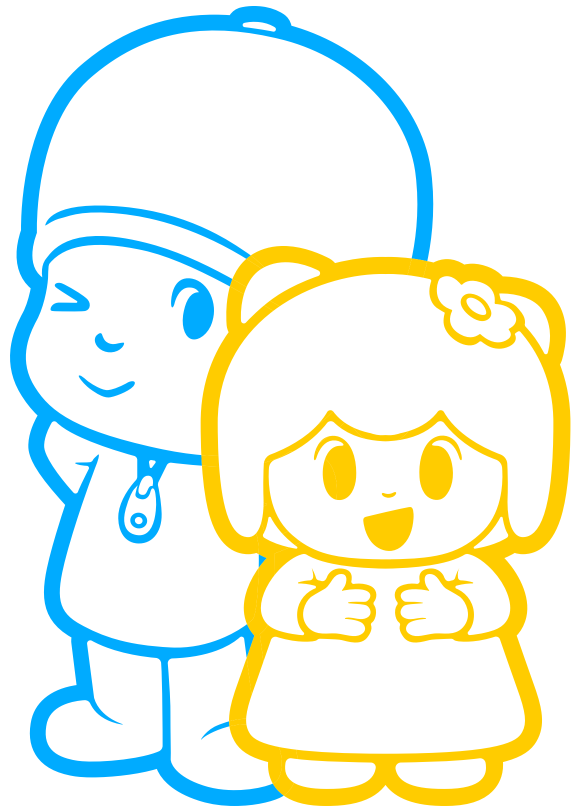

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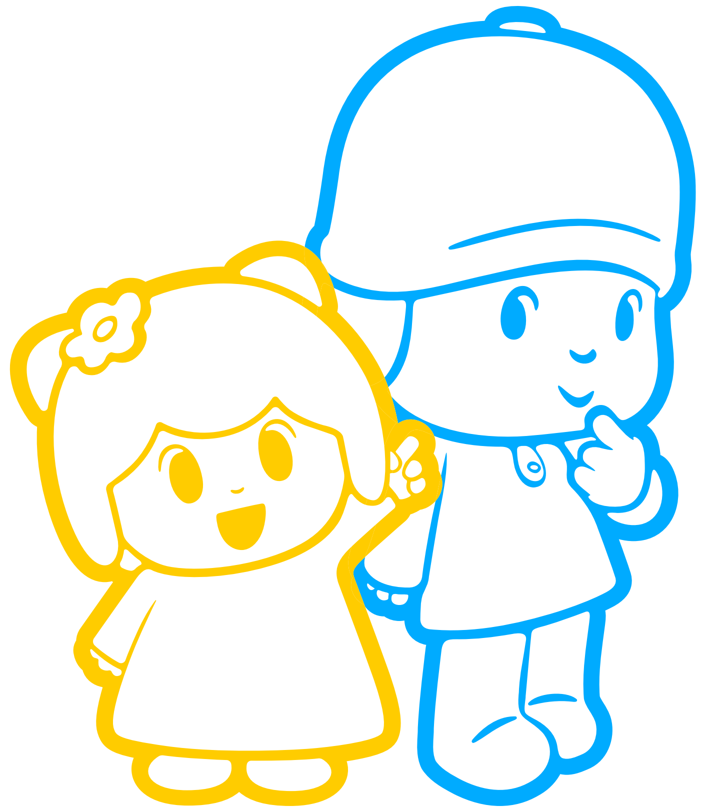
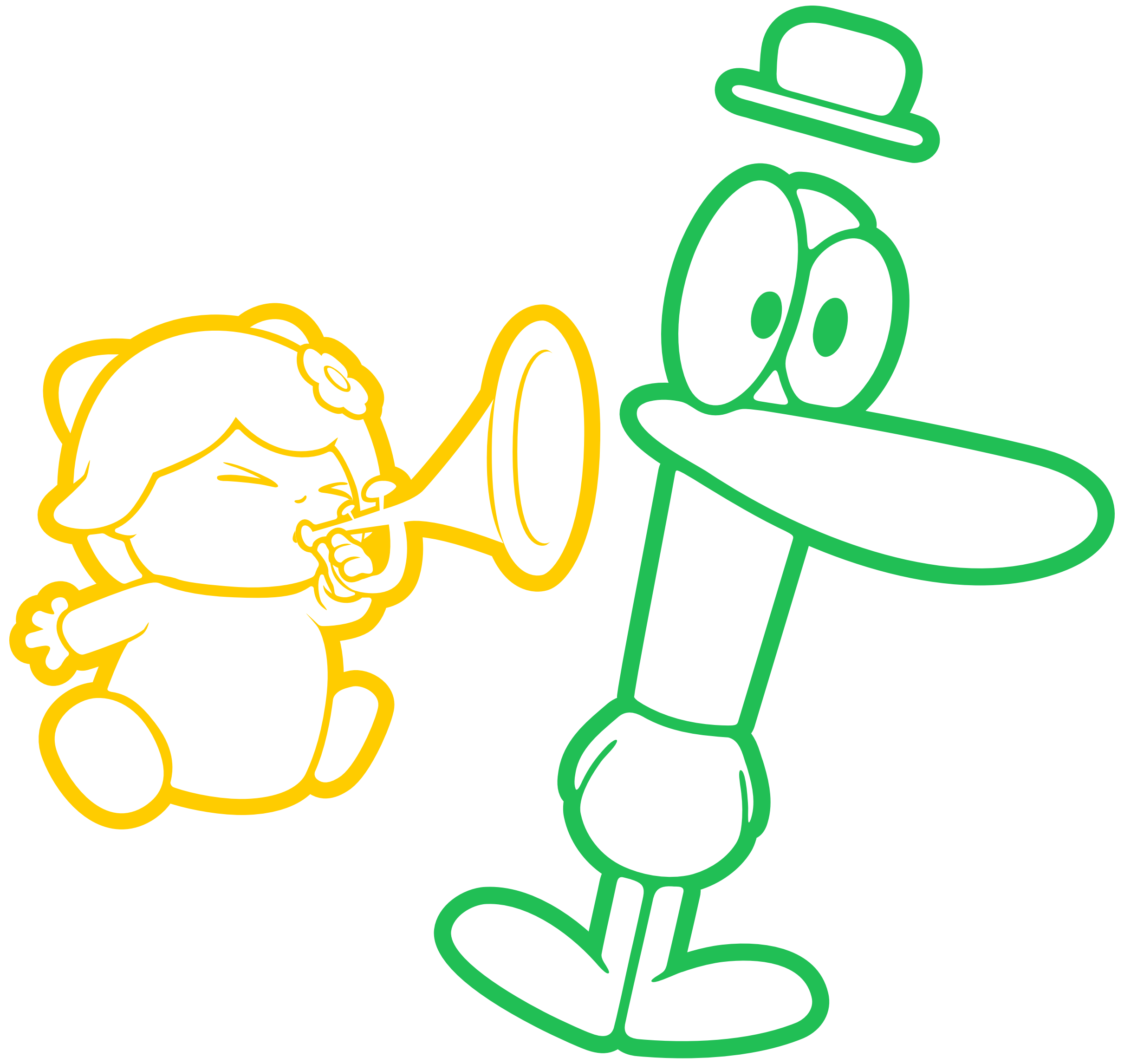


PAIRS_LAL_0004



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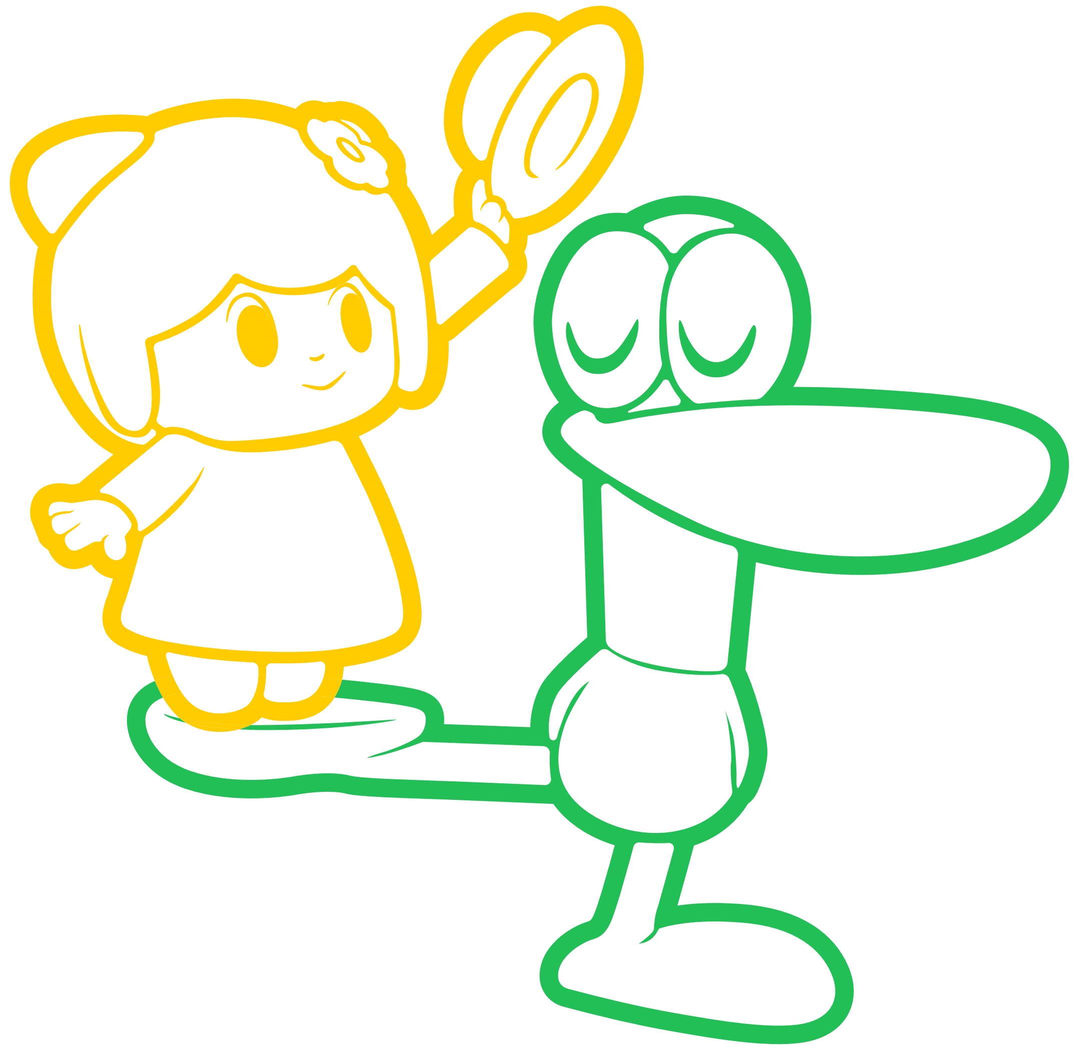
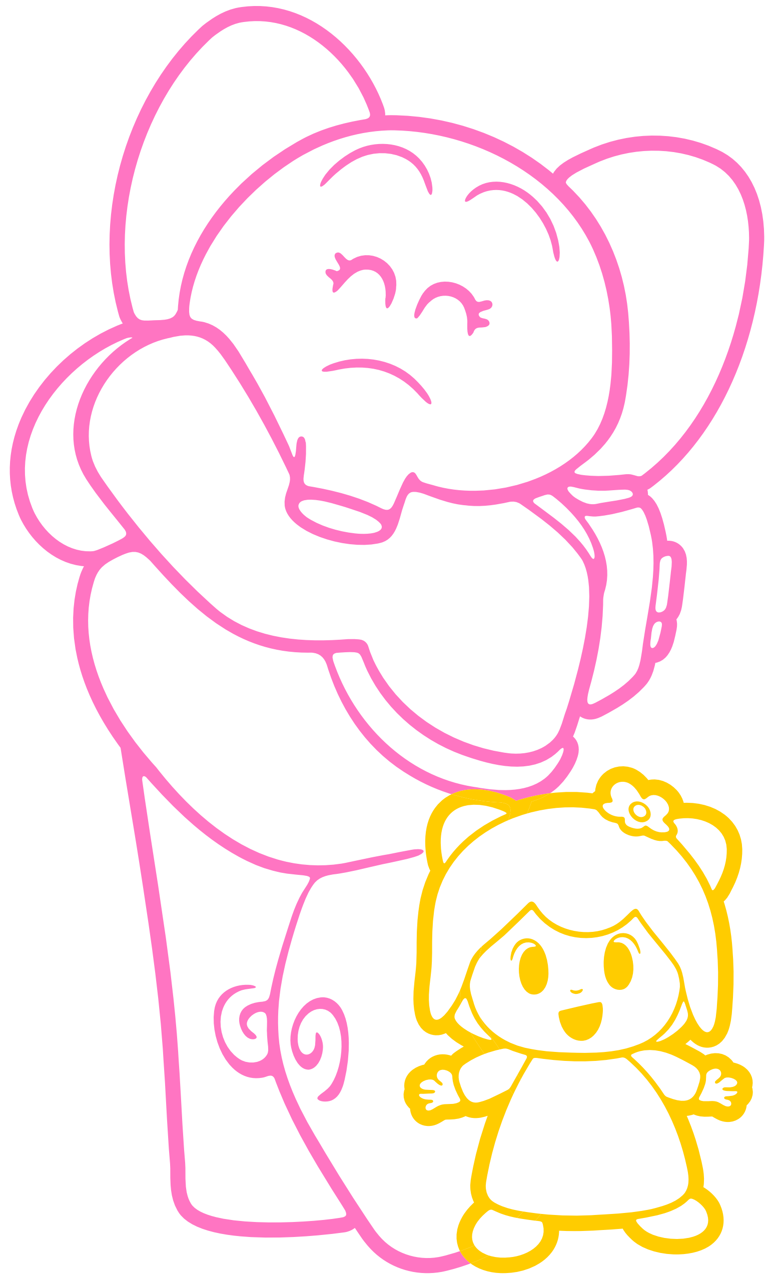


PAIRS_LAL_0006



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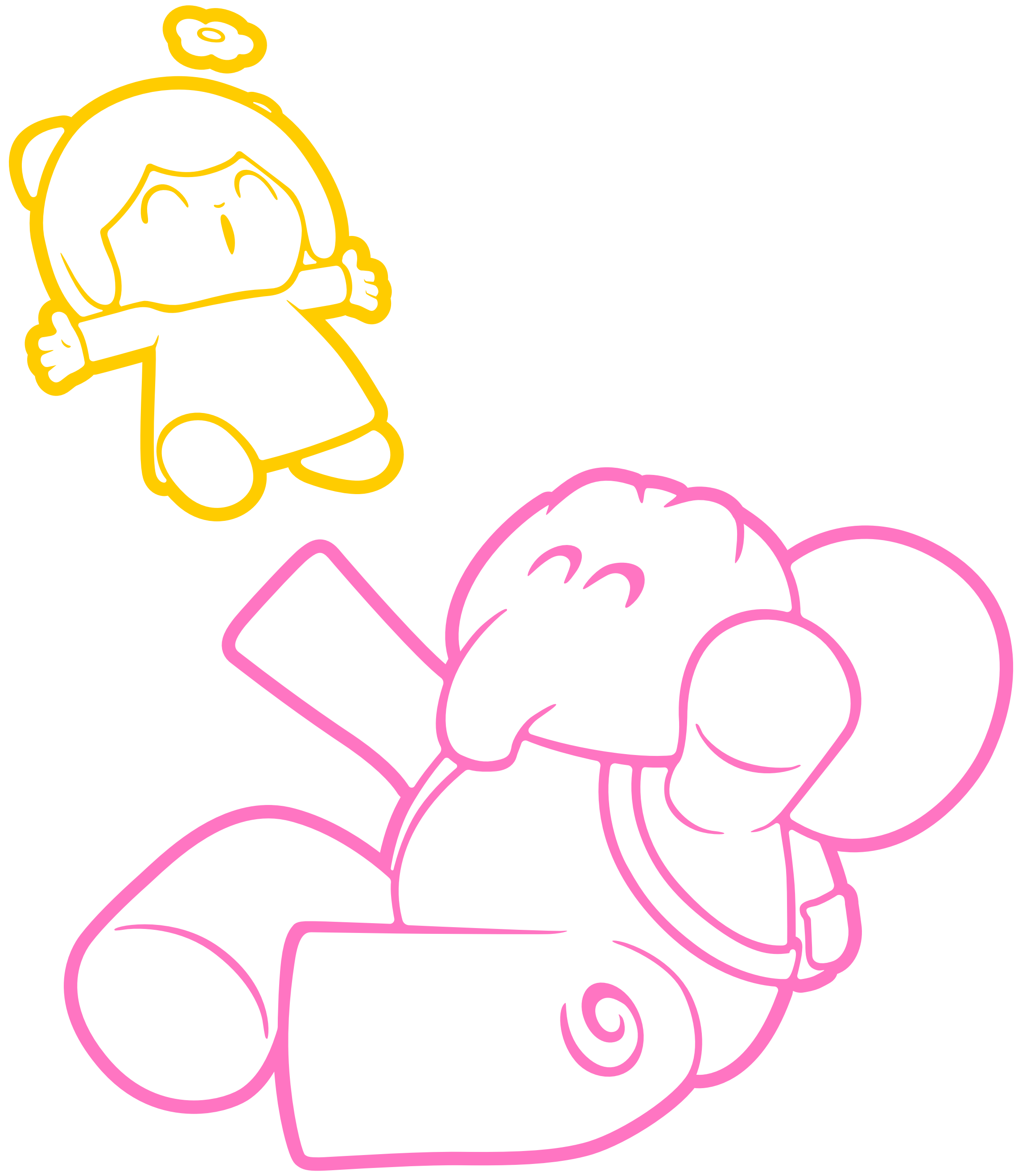
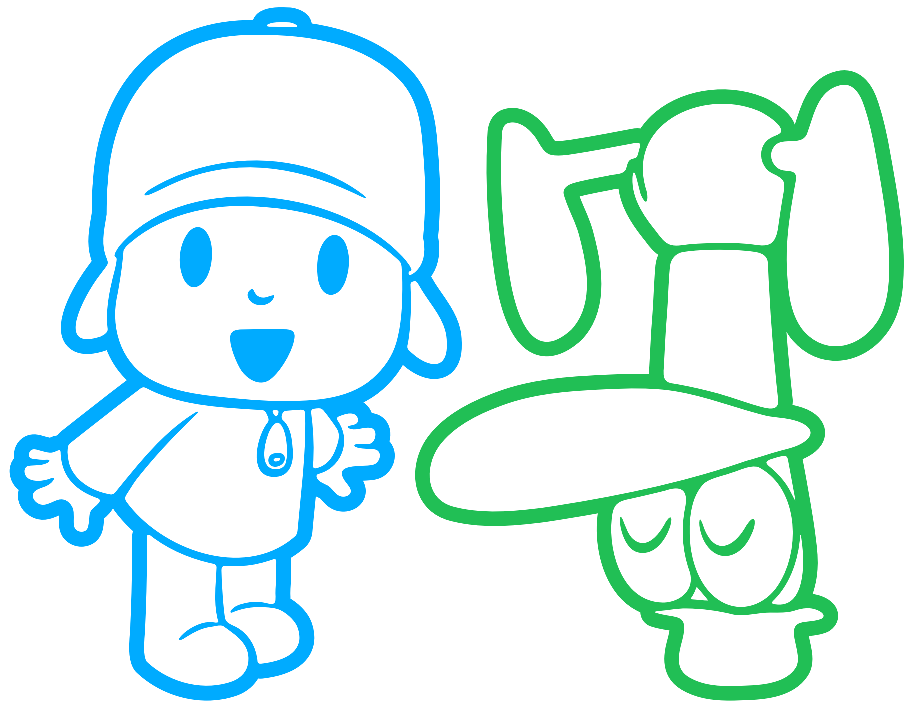


PAIRS_LAL_0008

2D Poses Line Art Light



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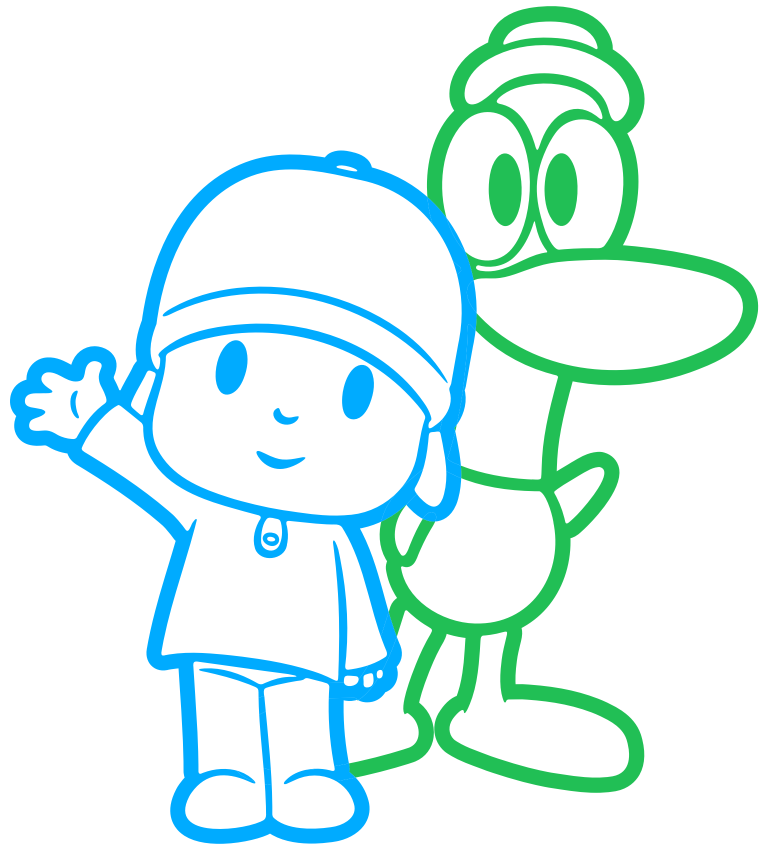

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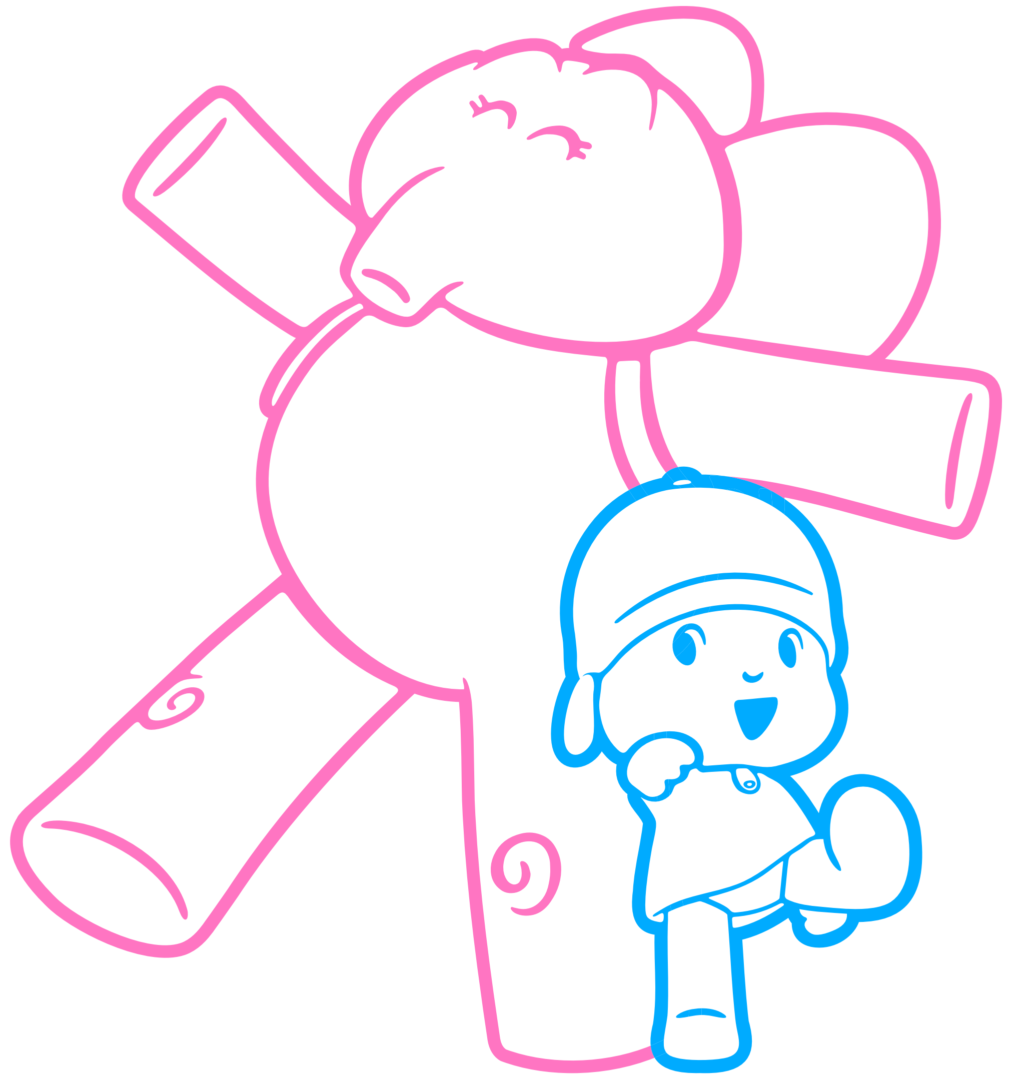

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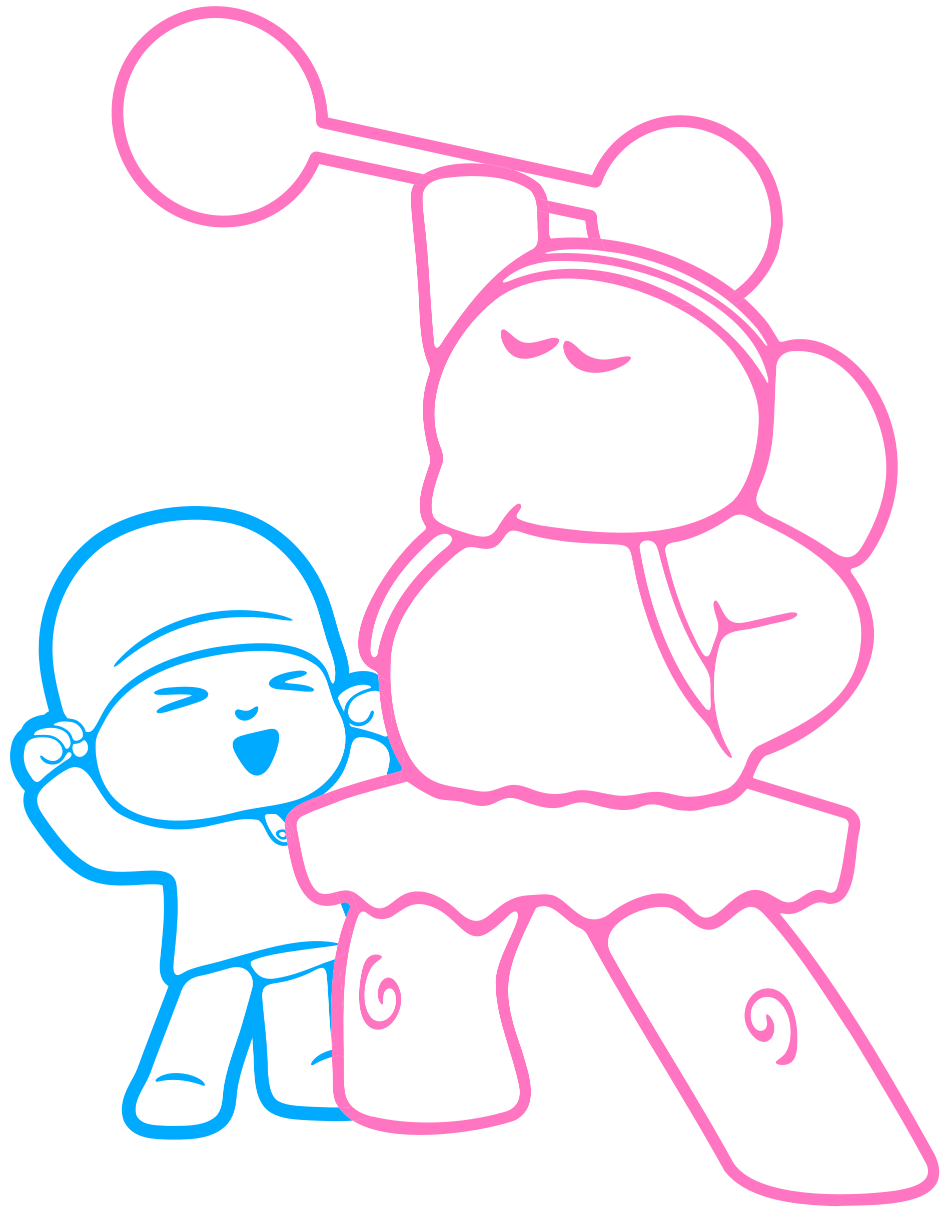

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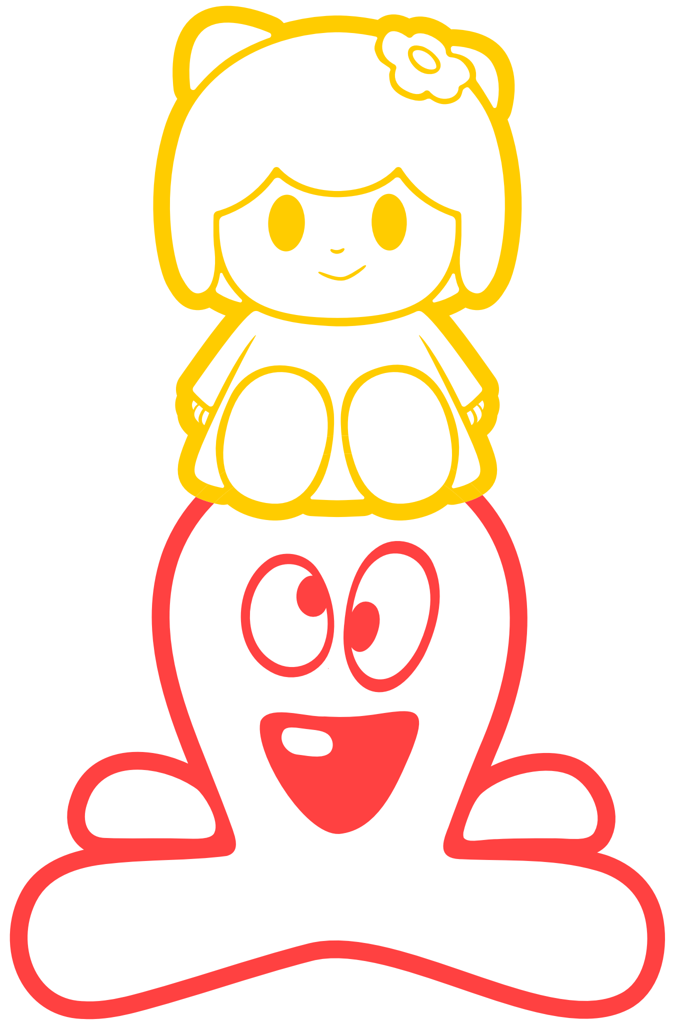

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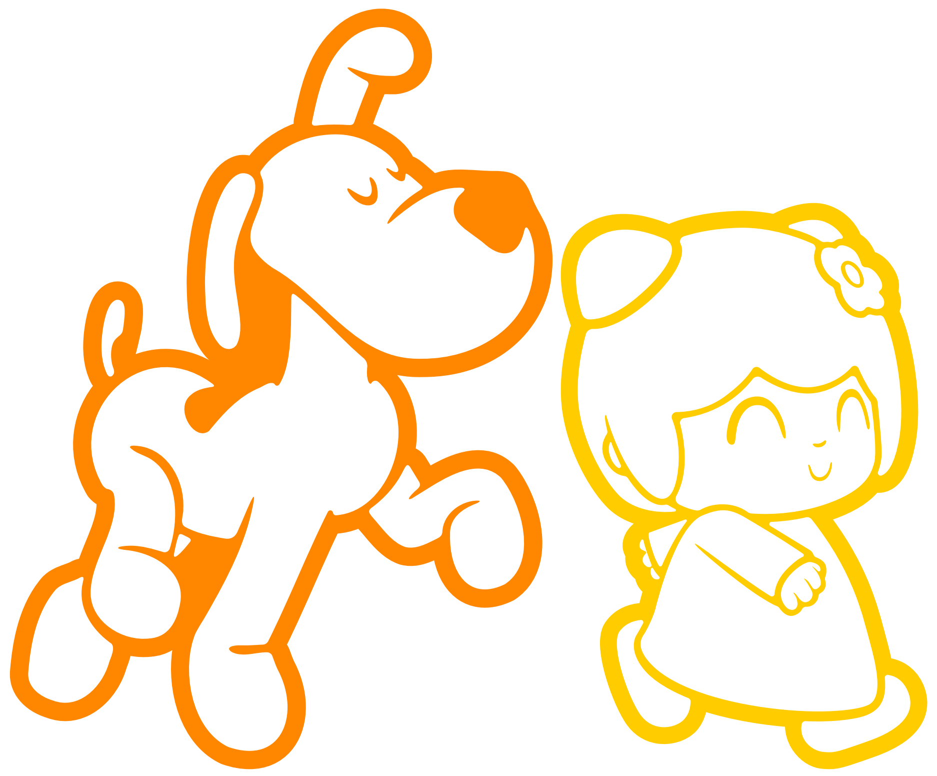

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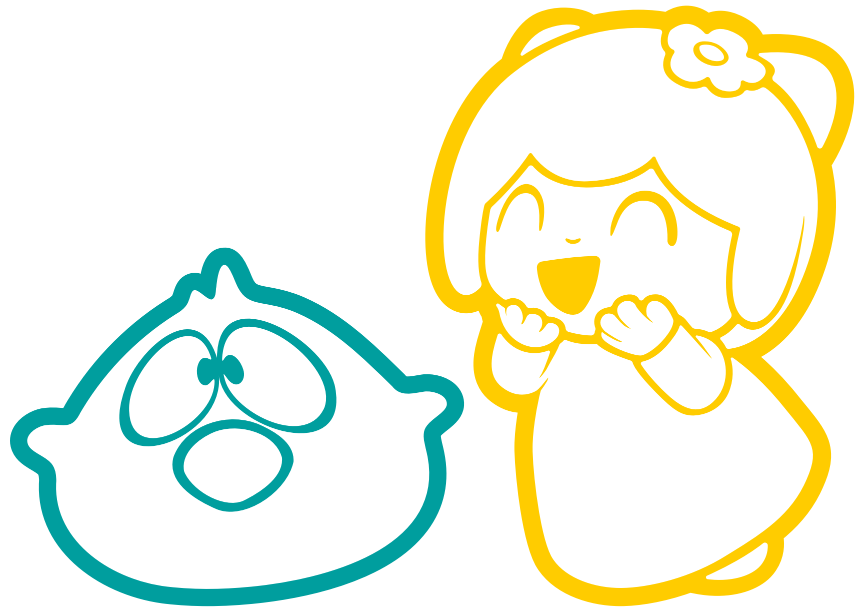

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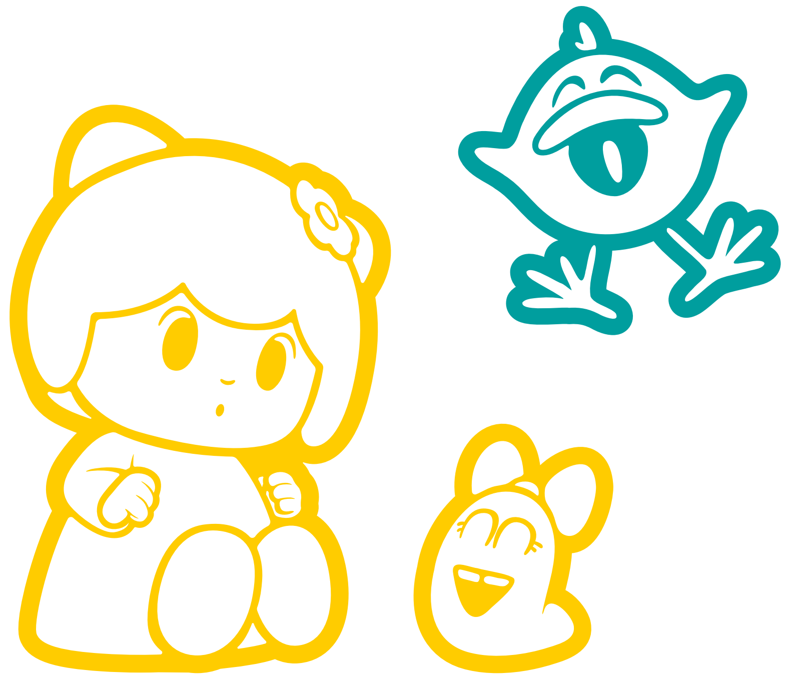
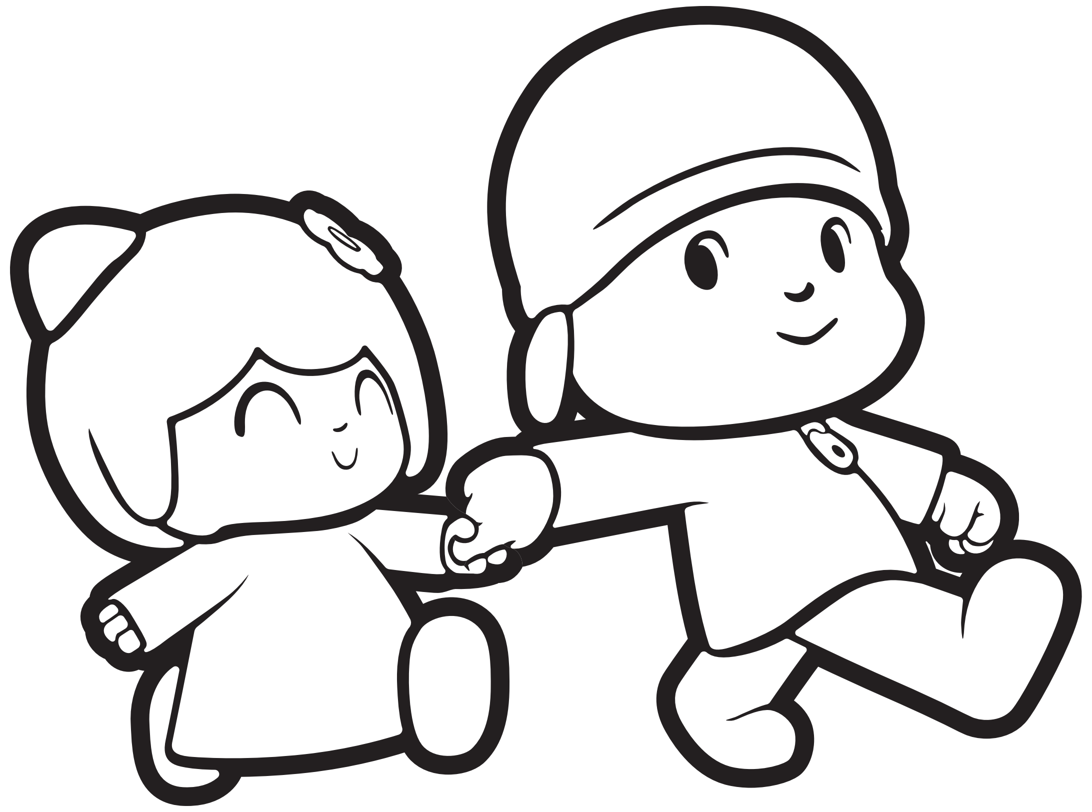


PAIRS_LAL_0016

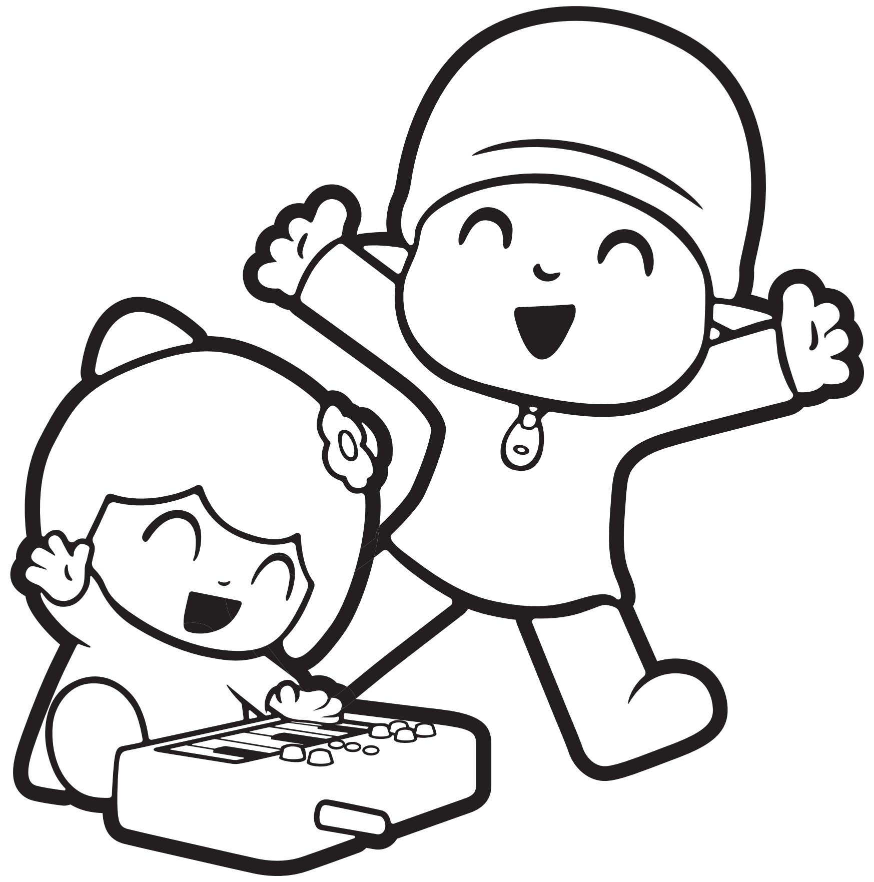
Pairs

2D Poses

Line Art Dark



PAIRS_LAD_0001



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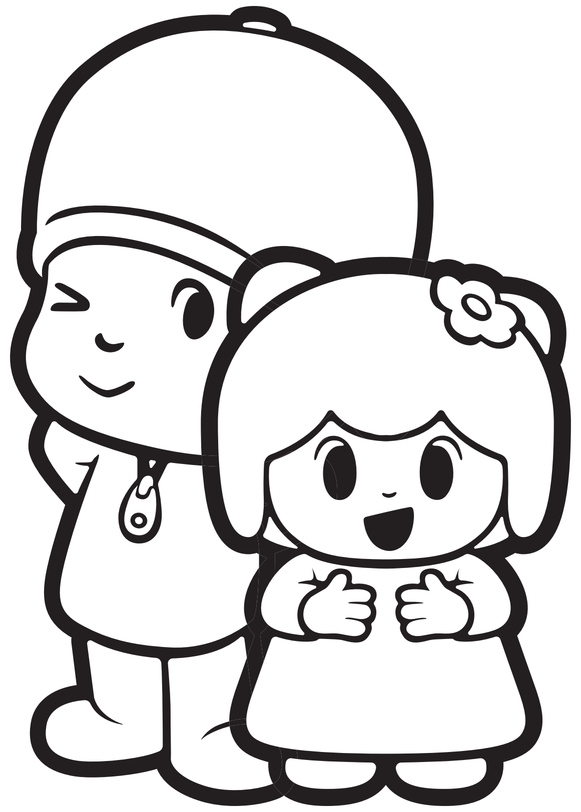
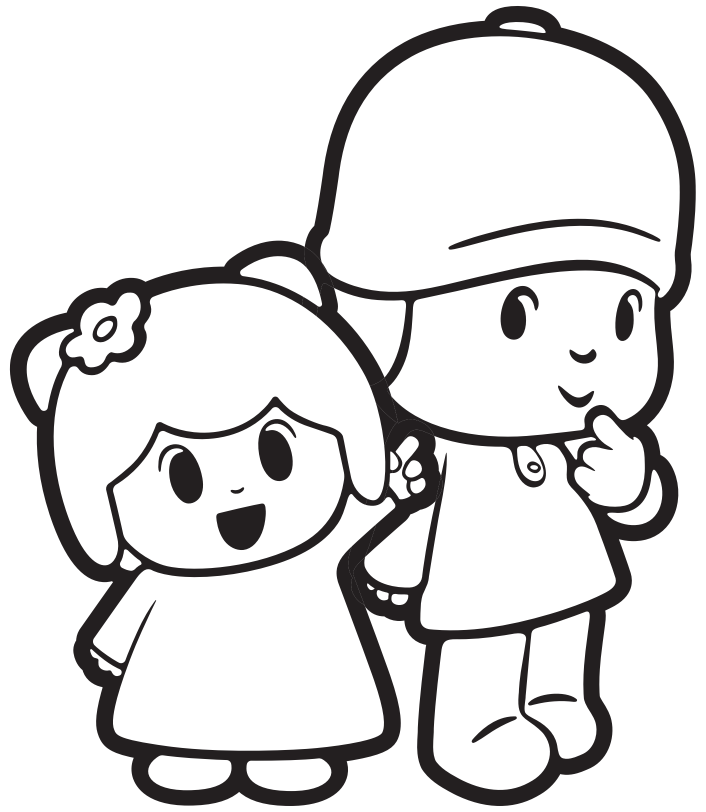


PAIRS_LAD_0003



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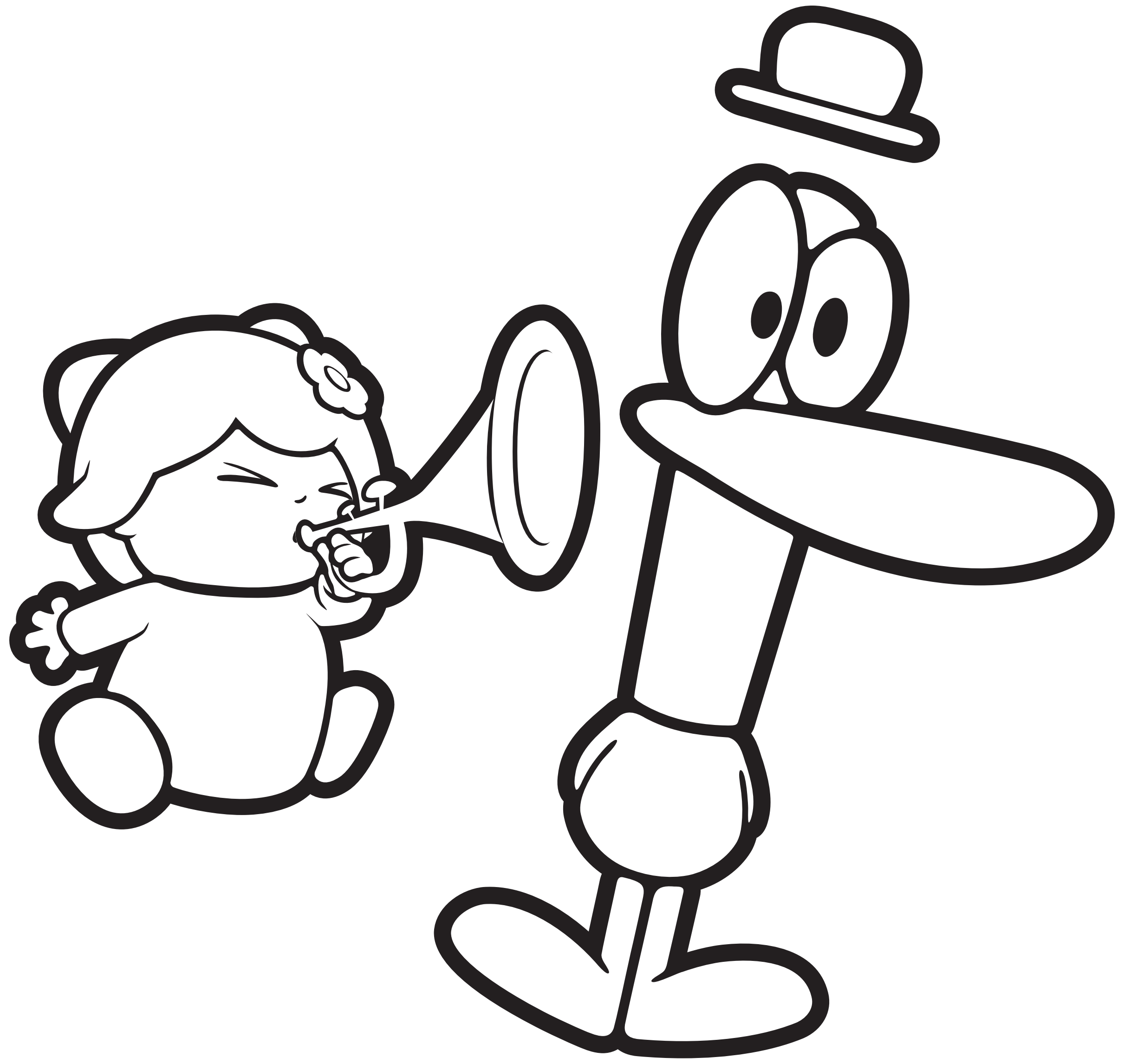

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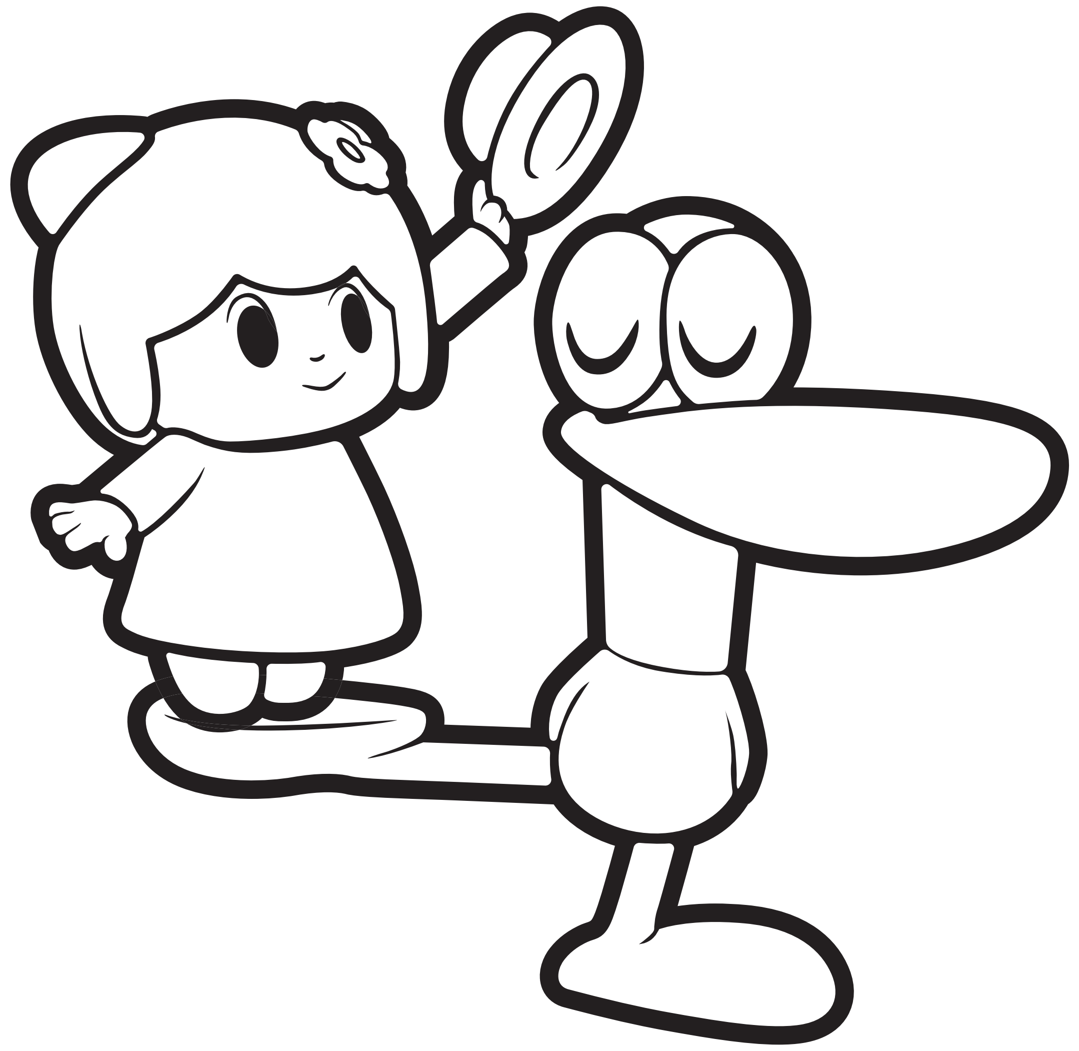

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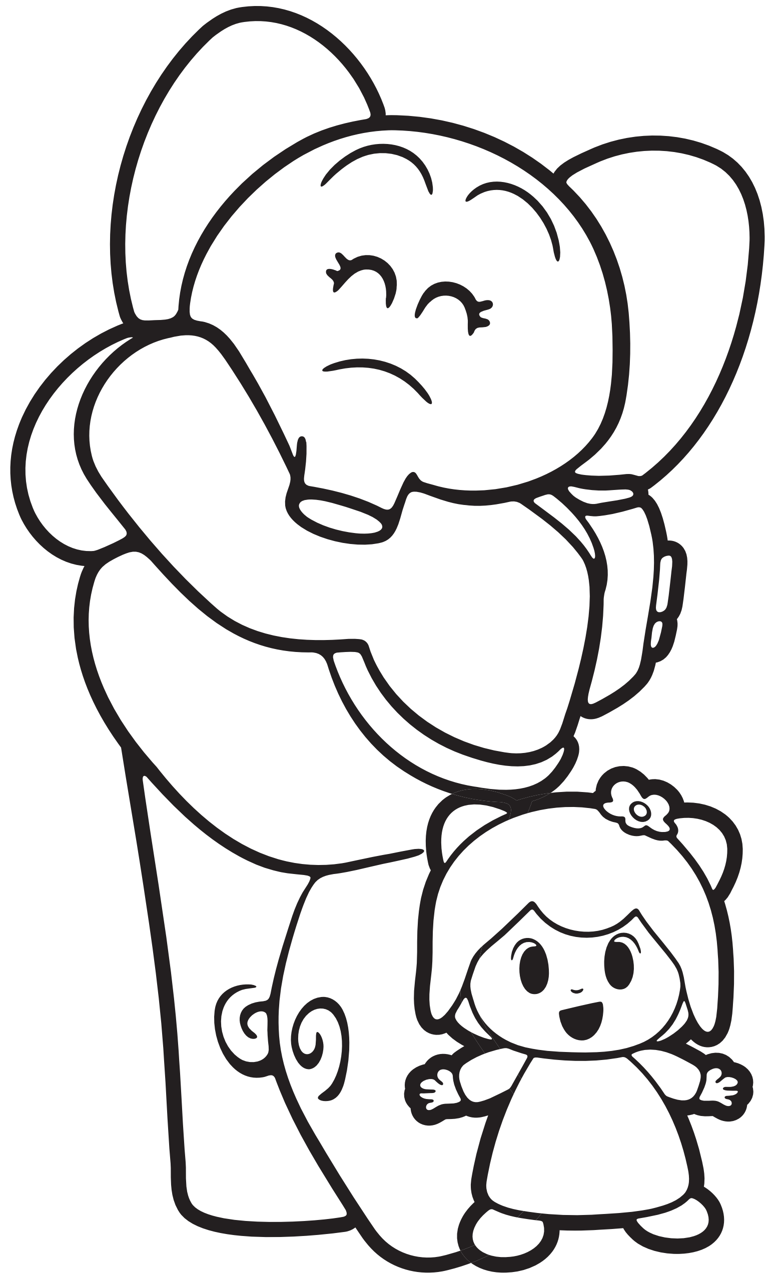

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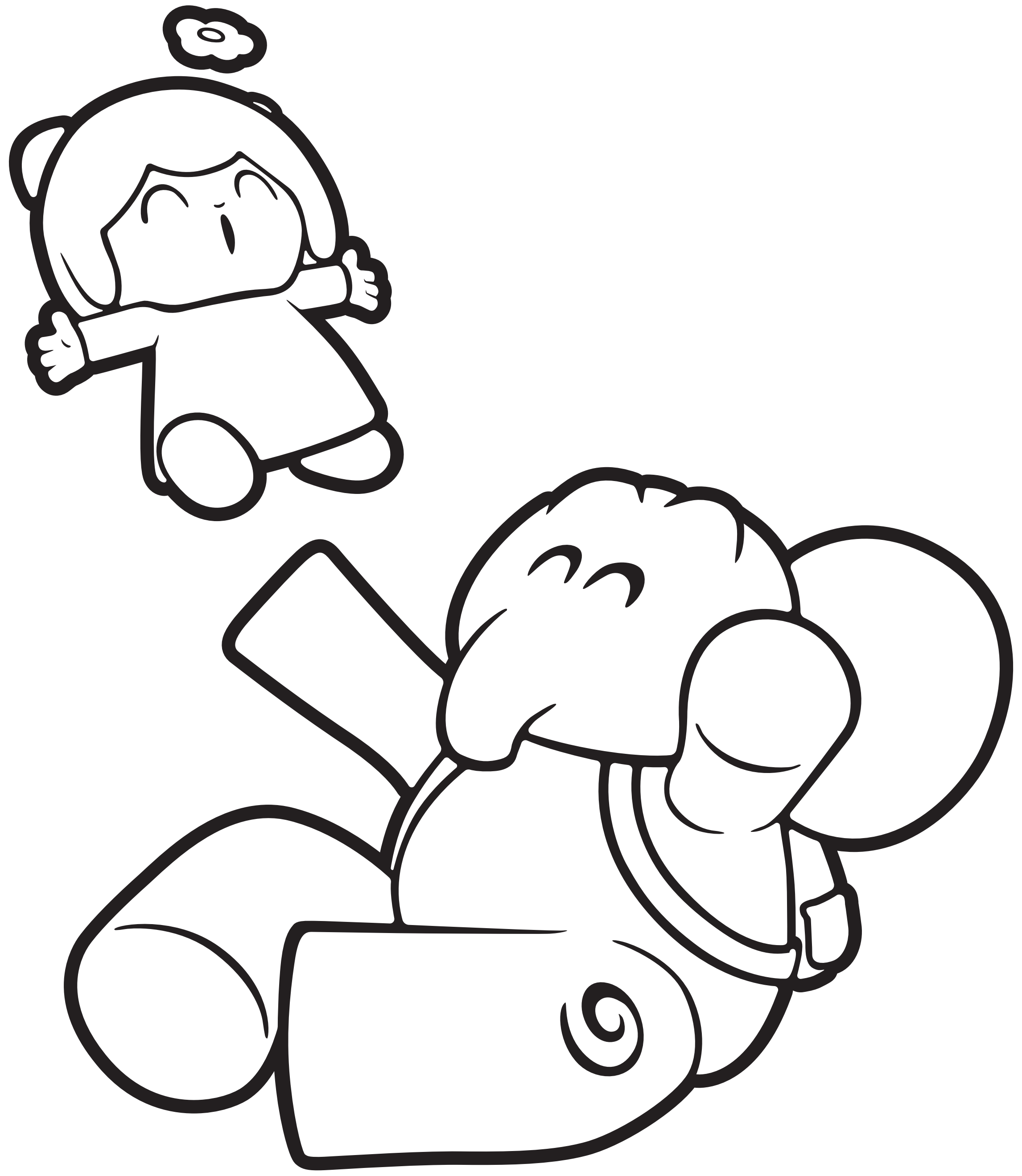
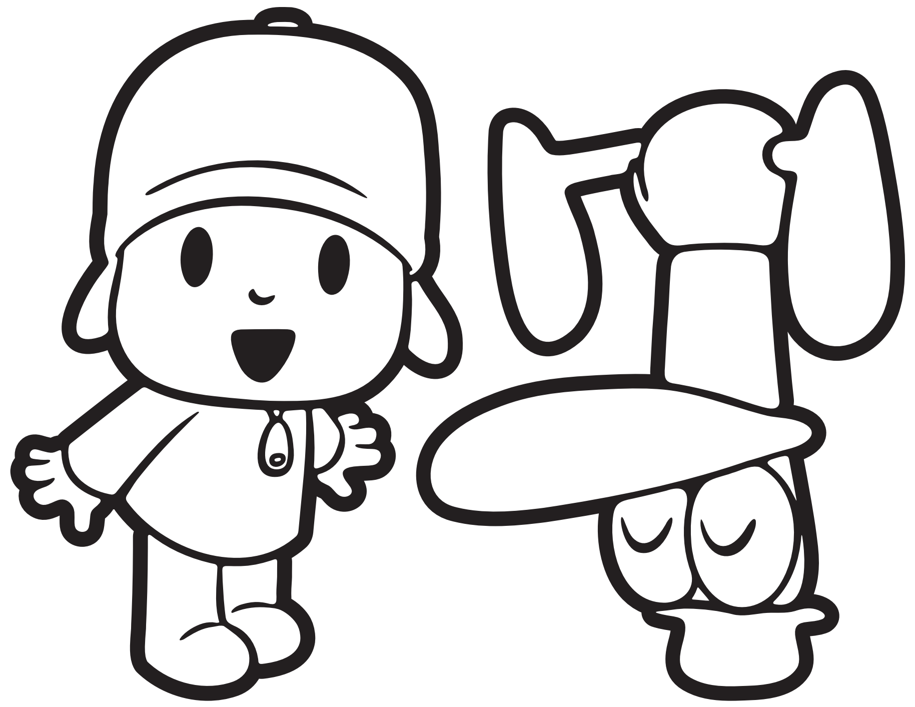


PAIRS_LAD_0008

Pairs

2D Poses

Line Art Dark



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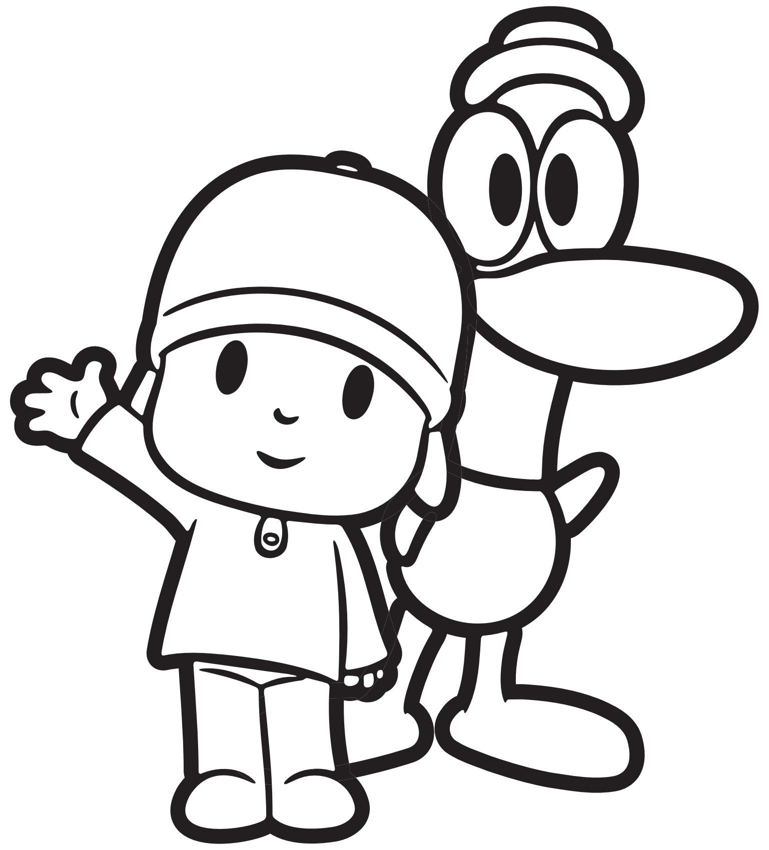

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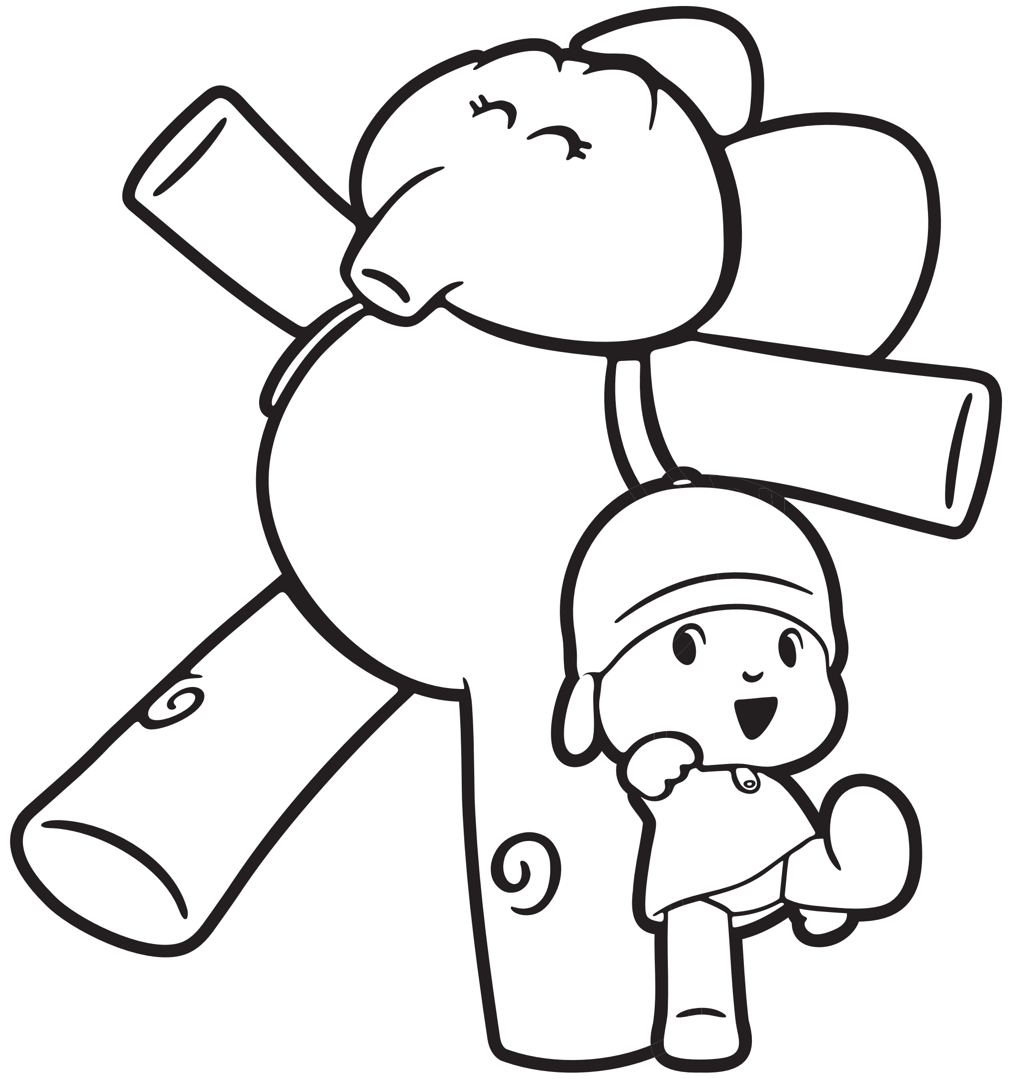
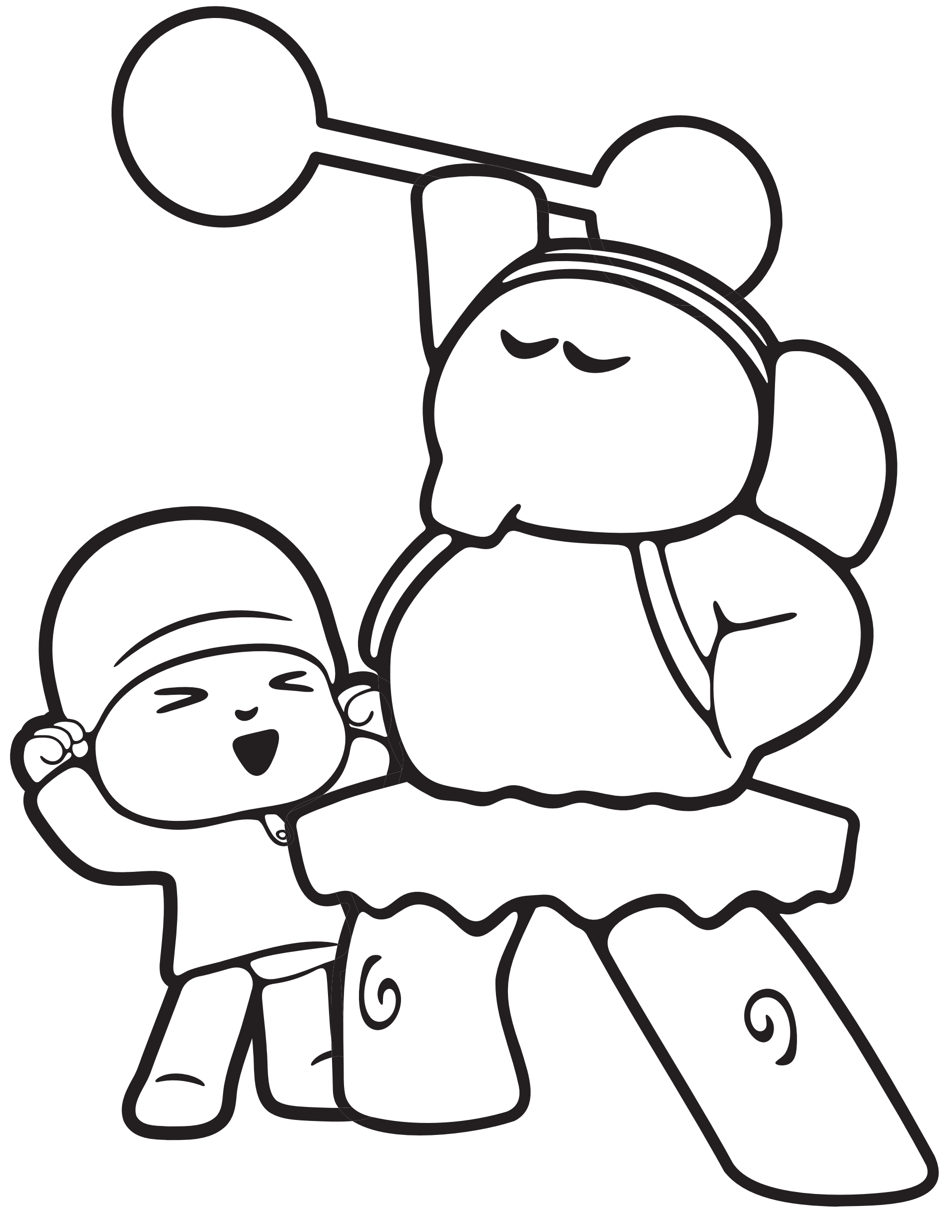


PAIRS_LAD_0011



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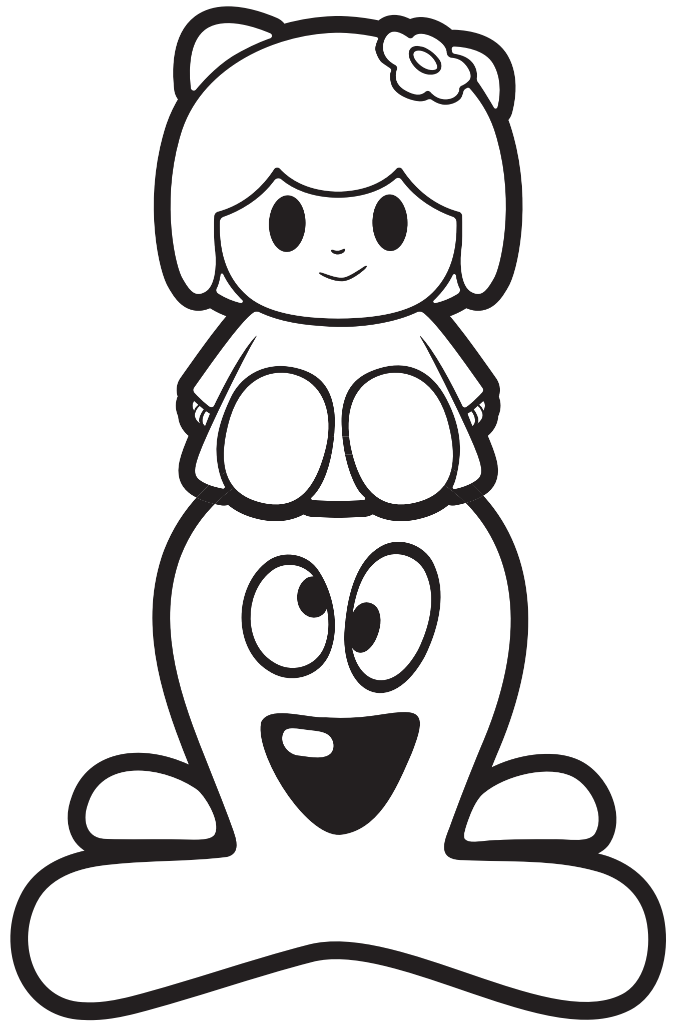

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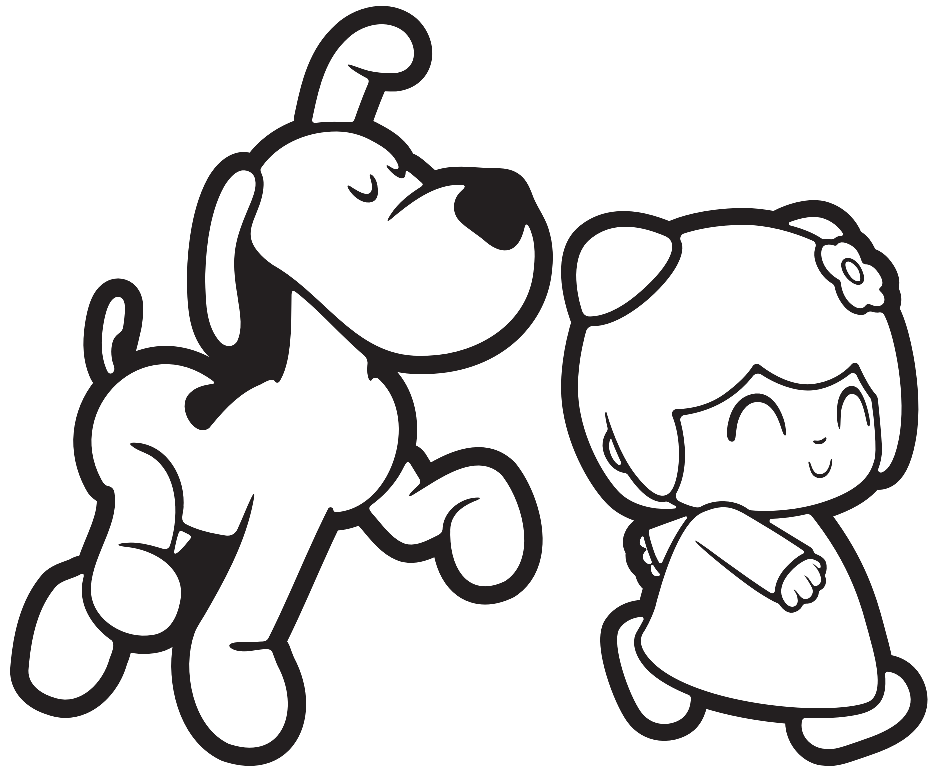

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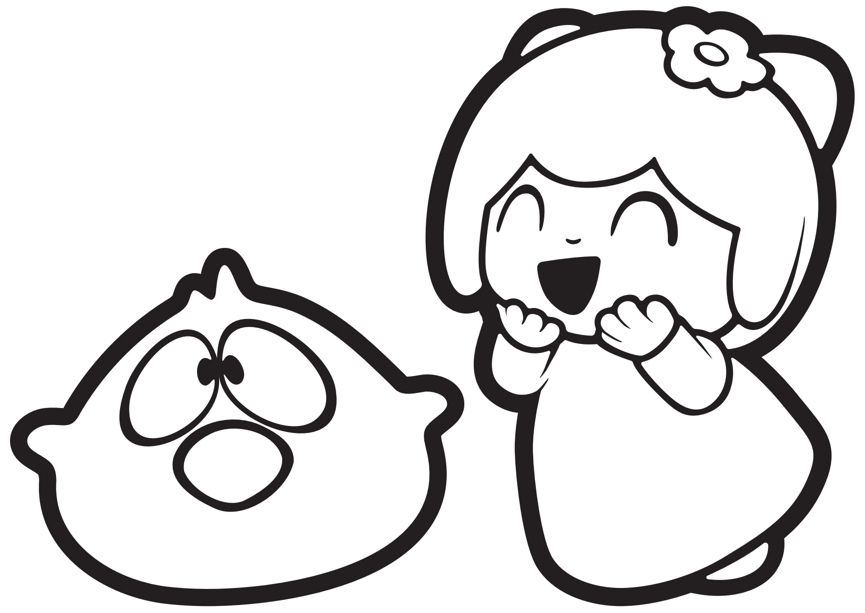

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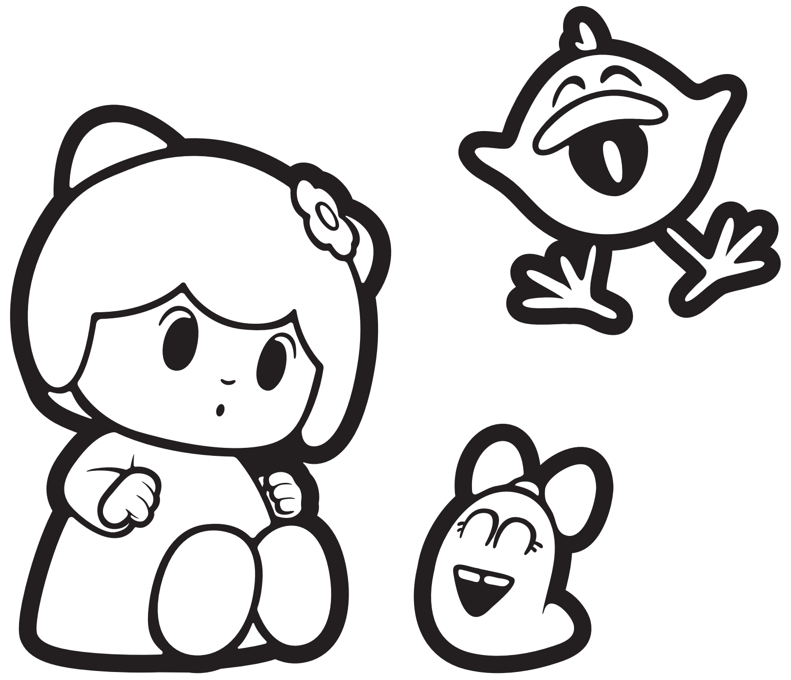
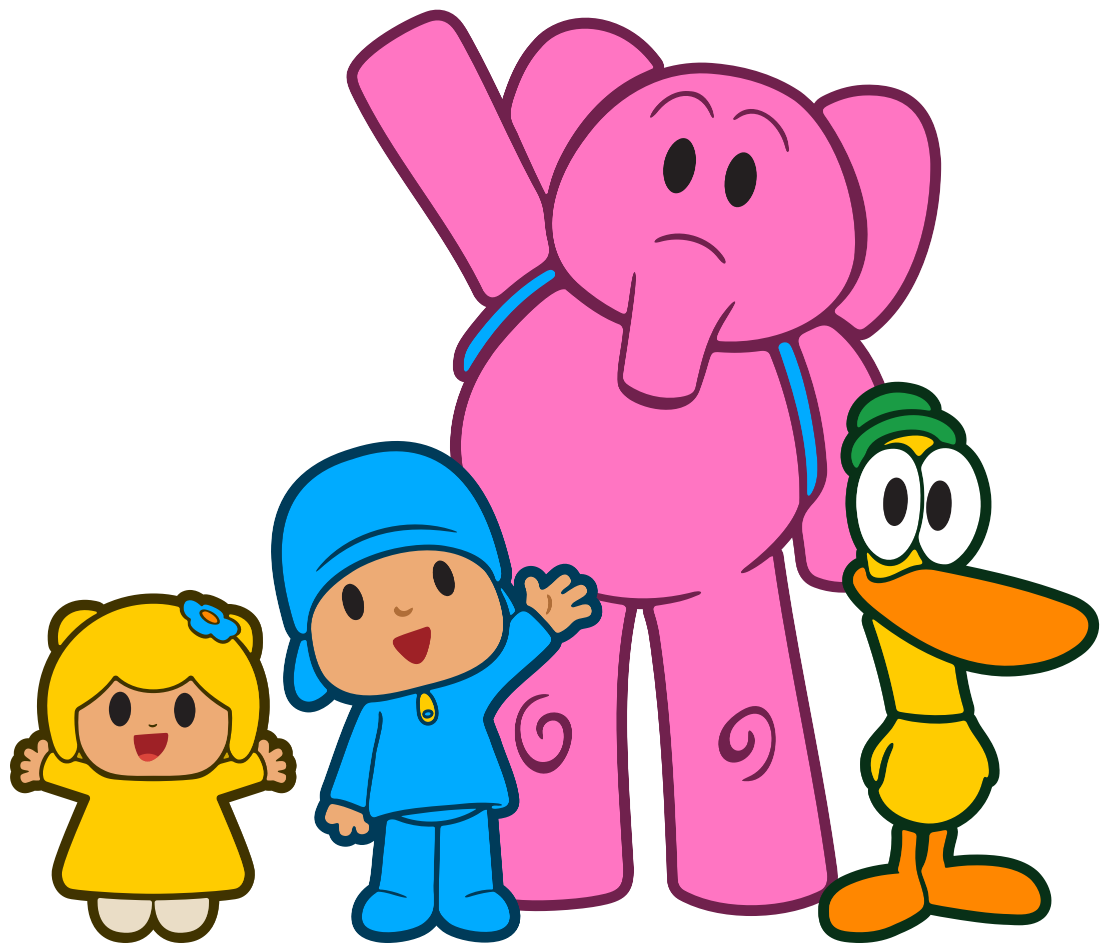


PAIRS_LAD_0016

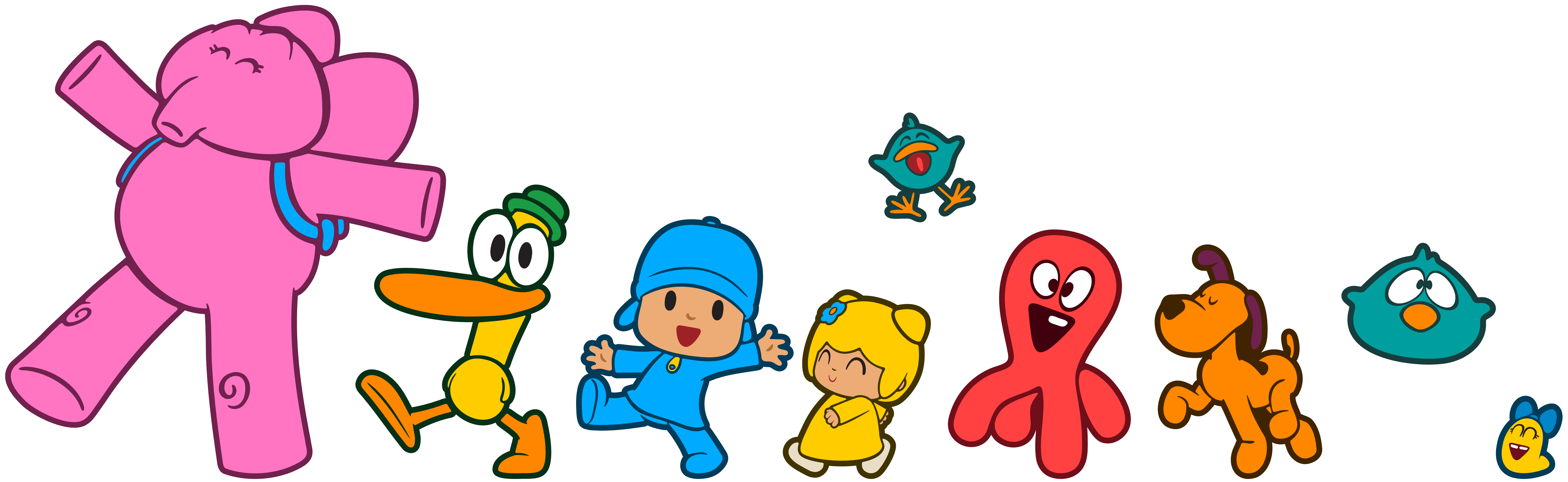
Groups

2D Poses

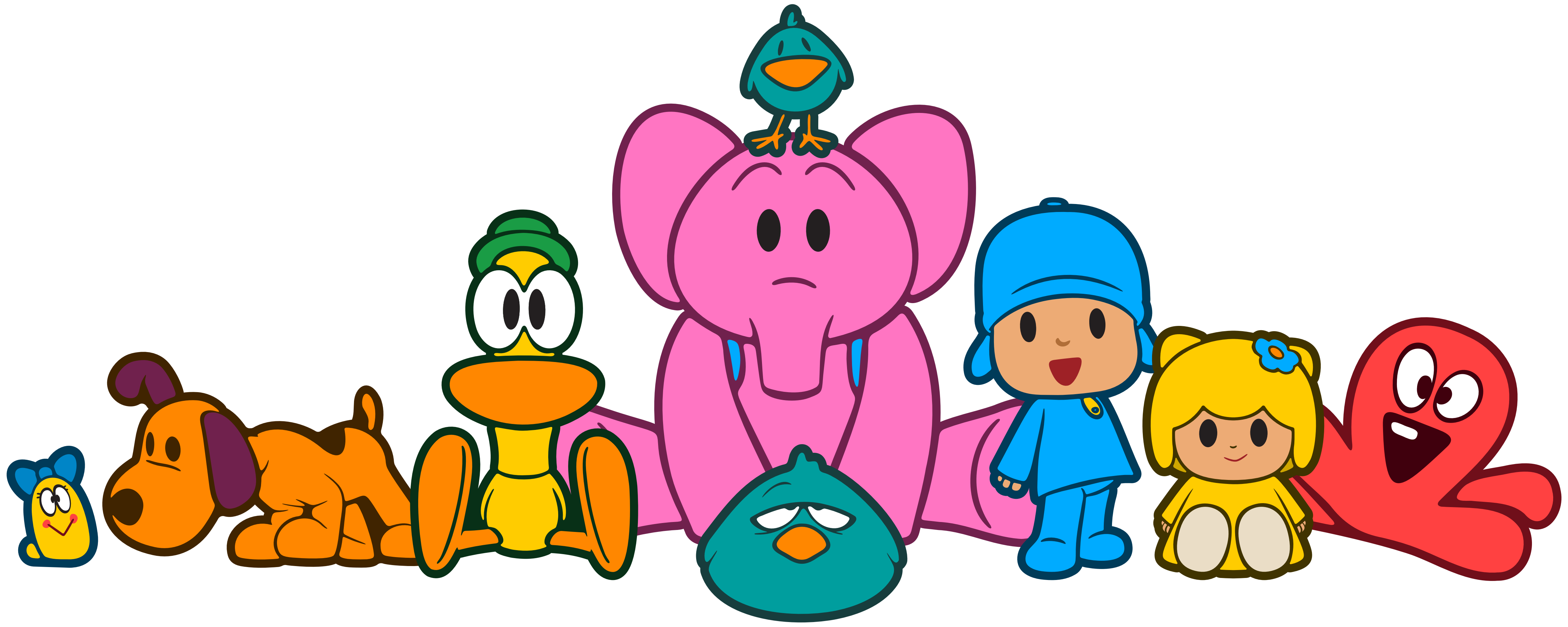
Full Colour



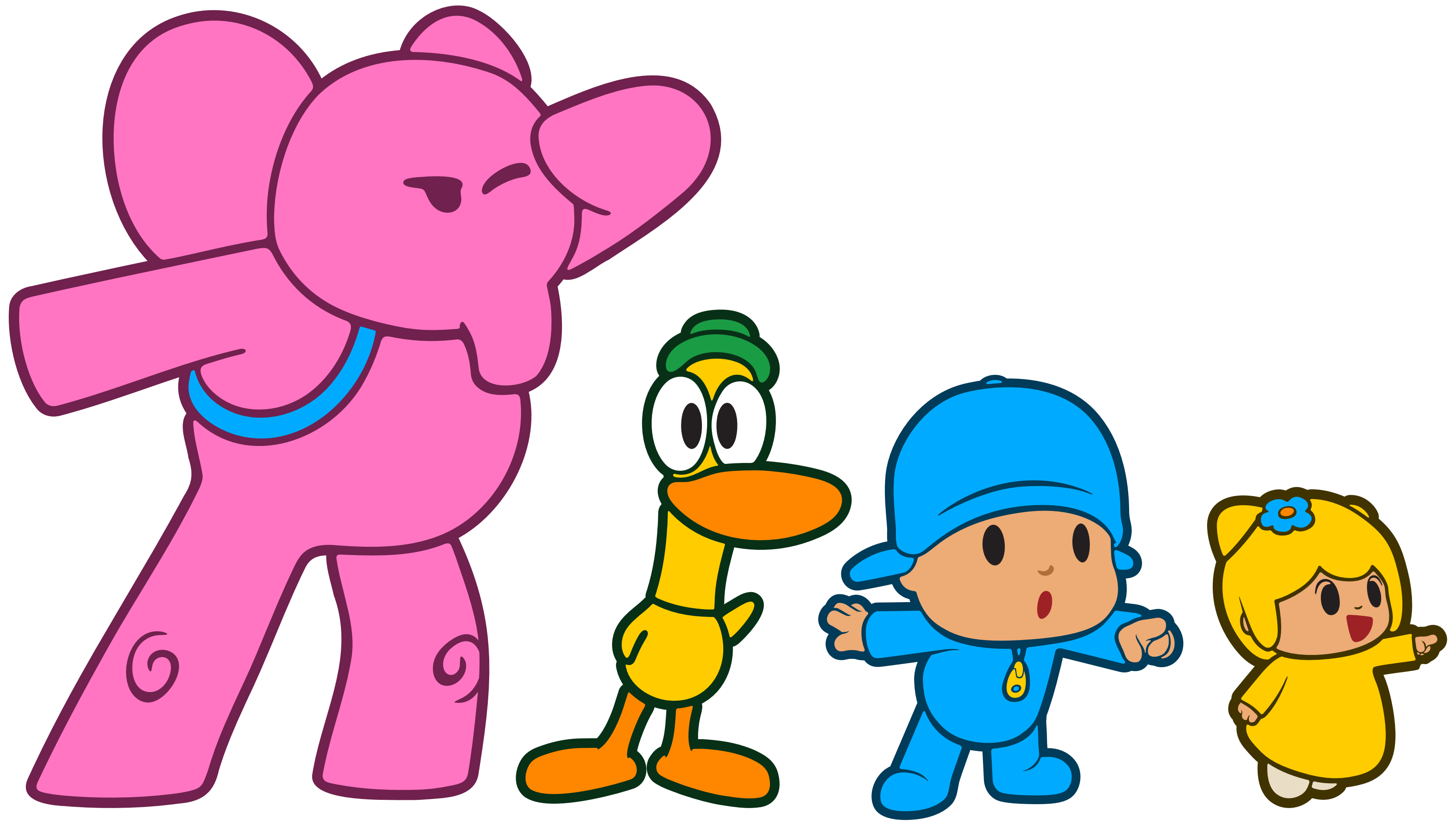
GROUPS_2D_0001



GROUPS_2D_0002

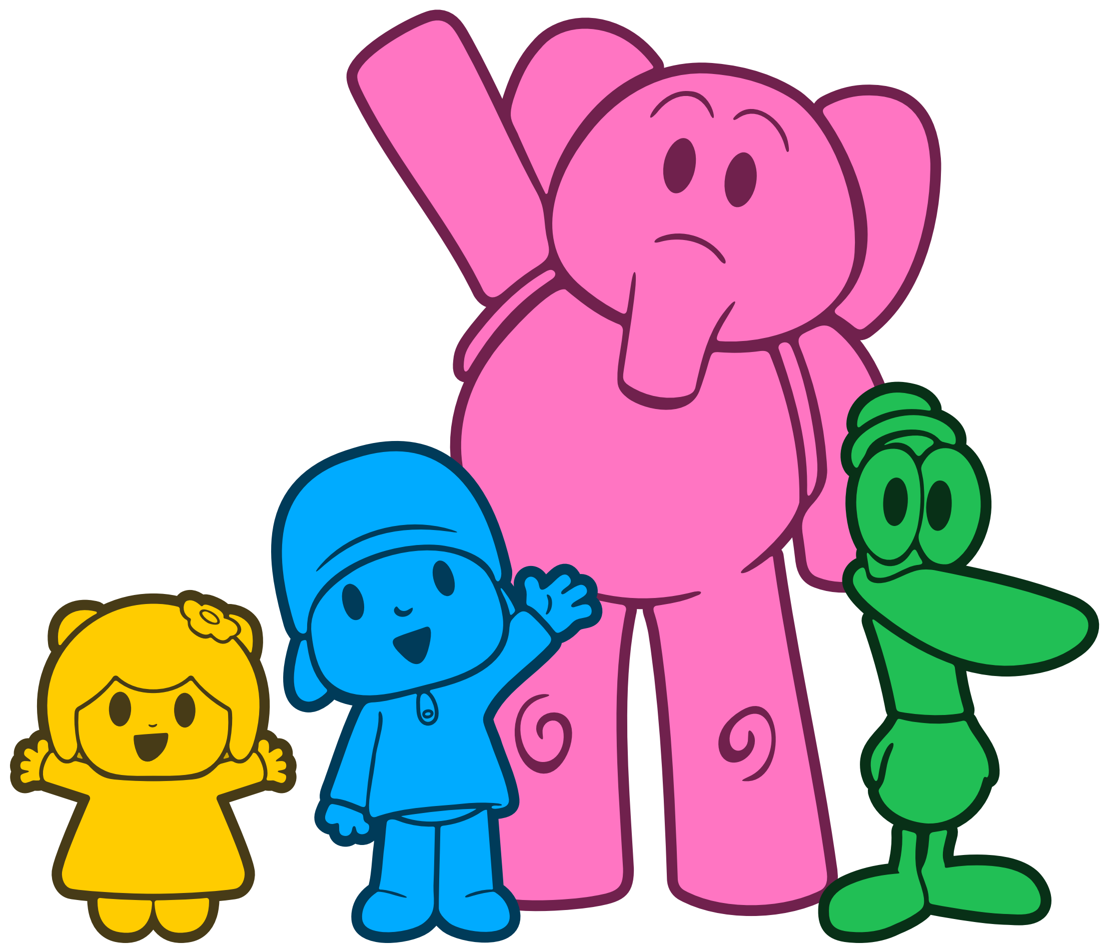


GROUPS_2D_0003

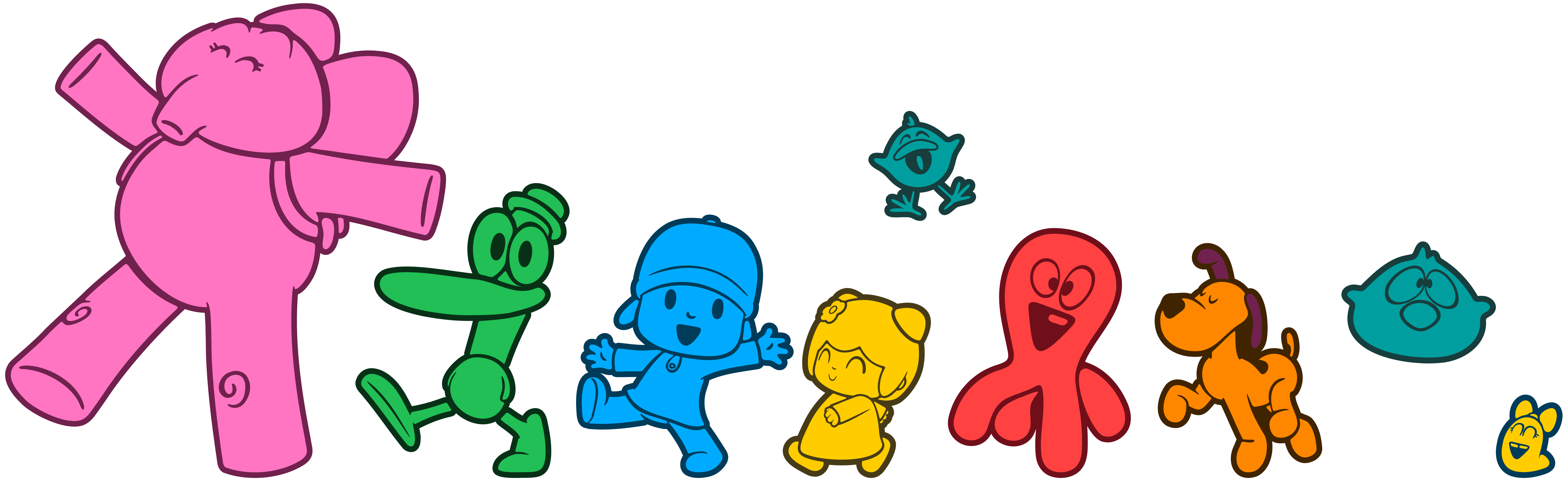


GROUPS_2D_0004

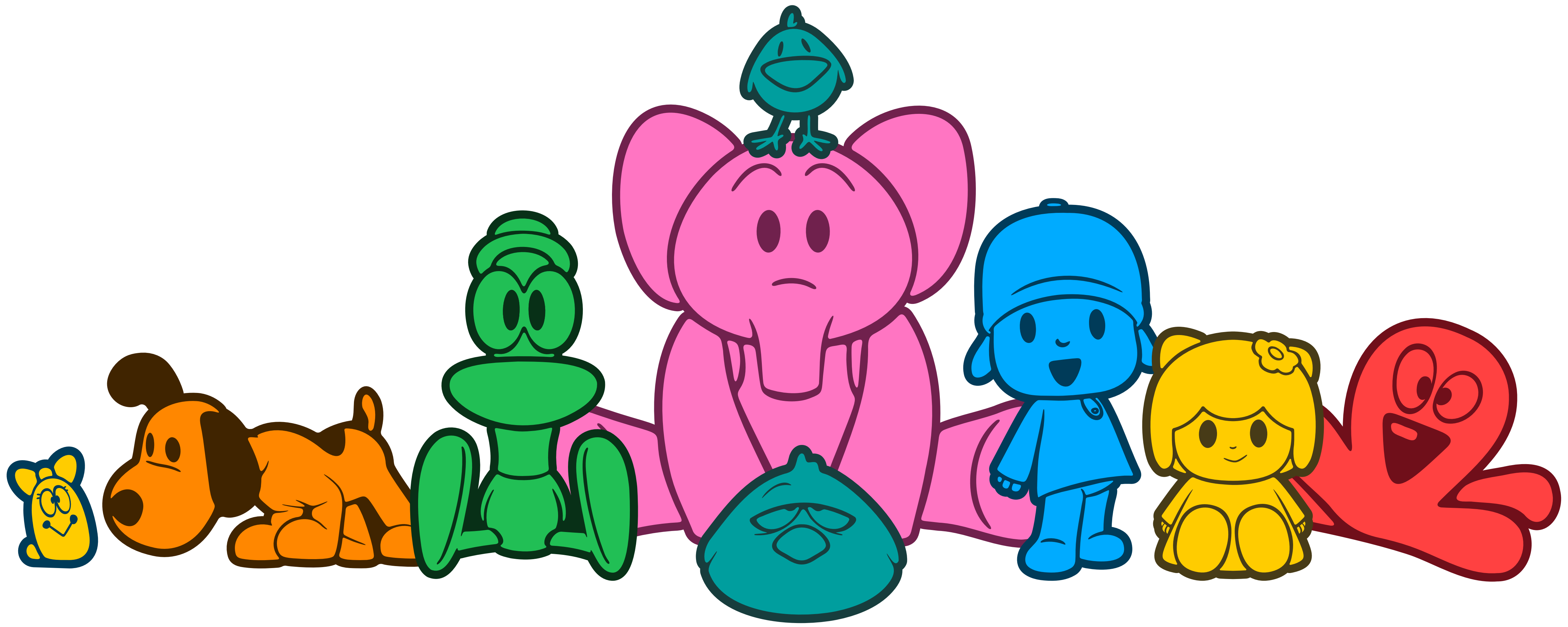
Groups



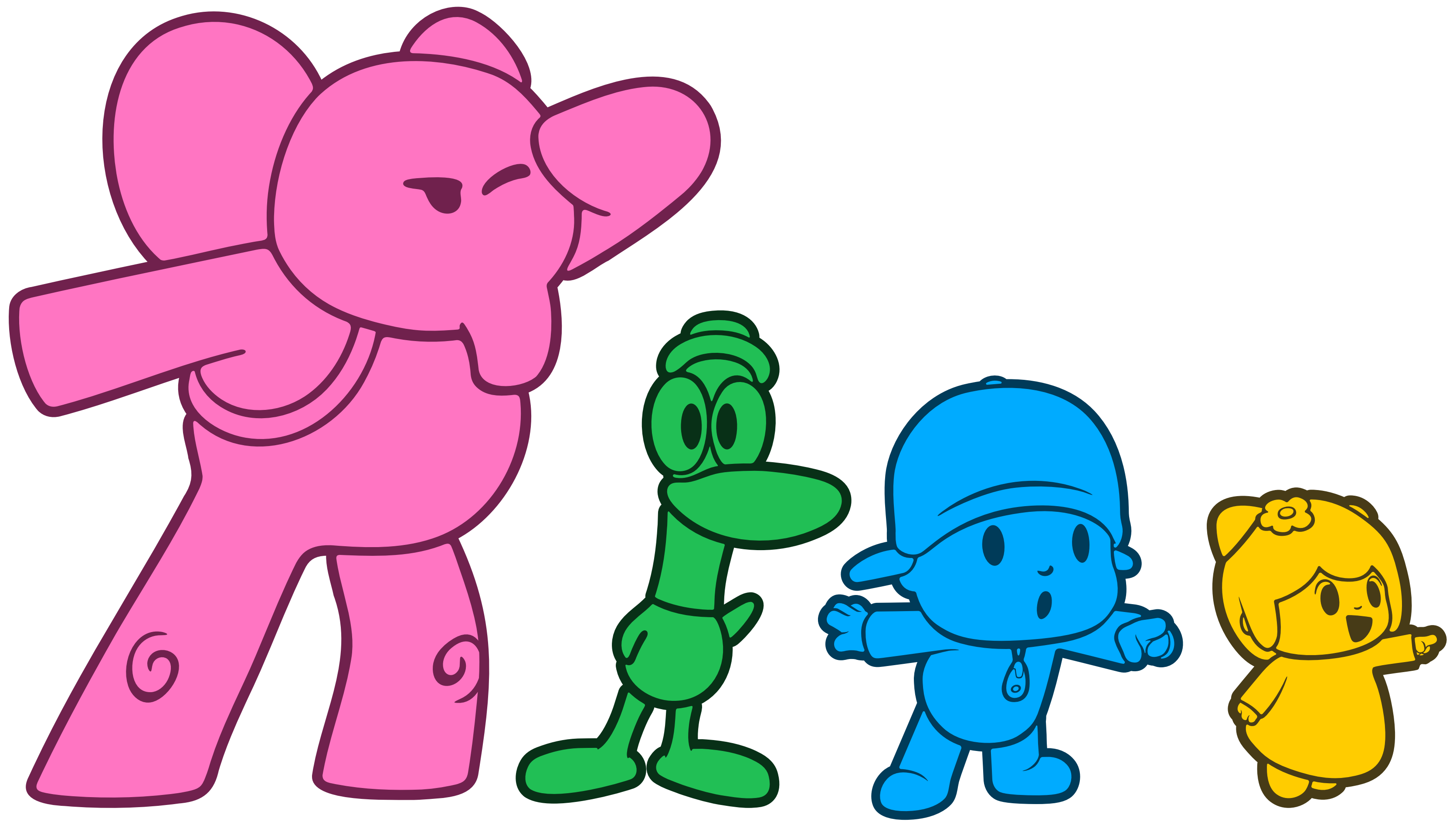
GROUPS_1C_0001



GROUPS_1C_0002



GROUPS_1C_0003

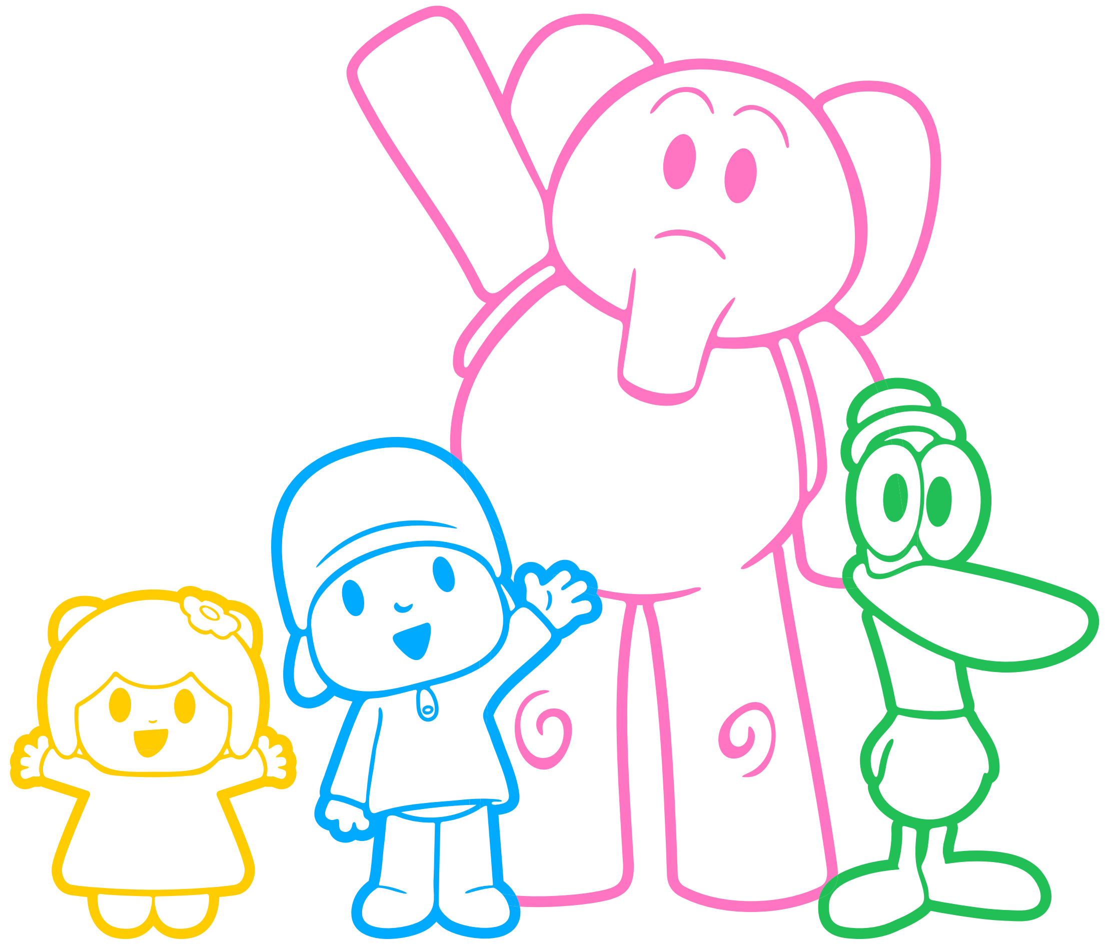


GROUPS_1C_0004

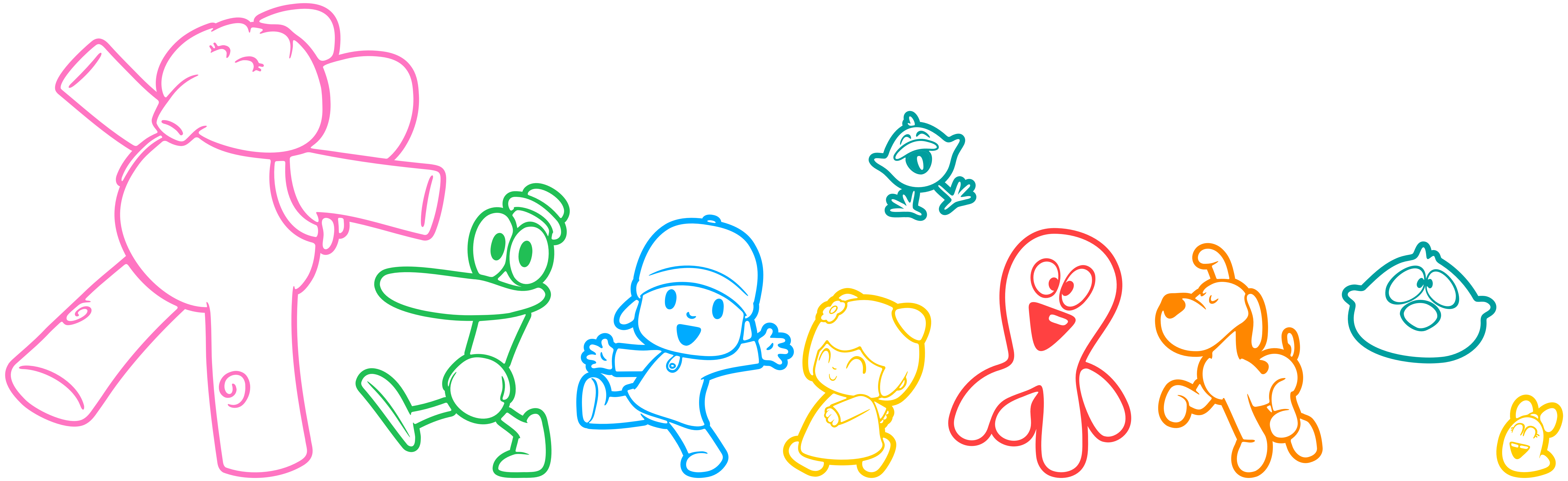
Groups

2D Poses

Line Art Light



GROUPS_LAL_0001



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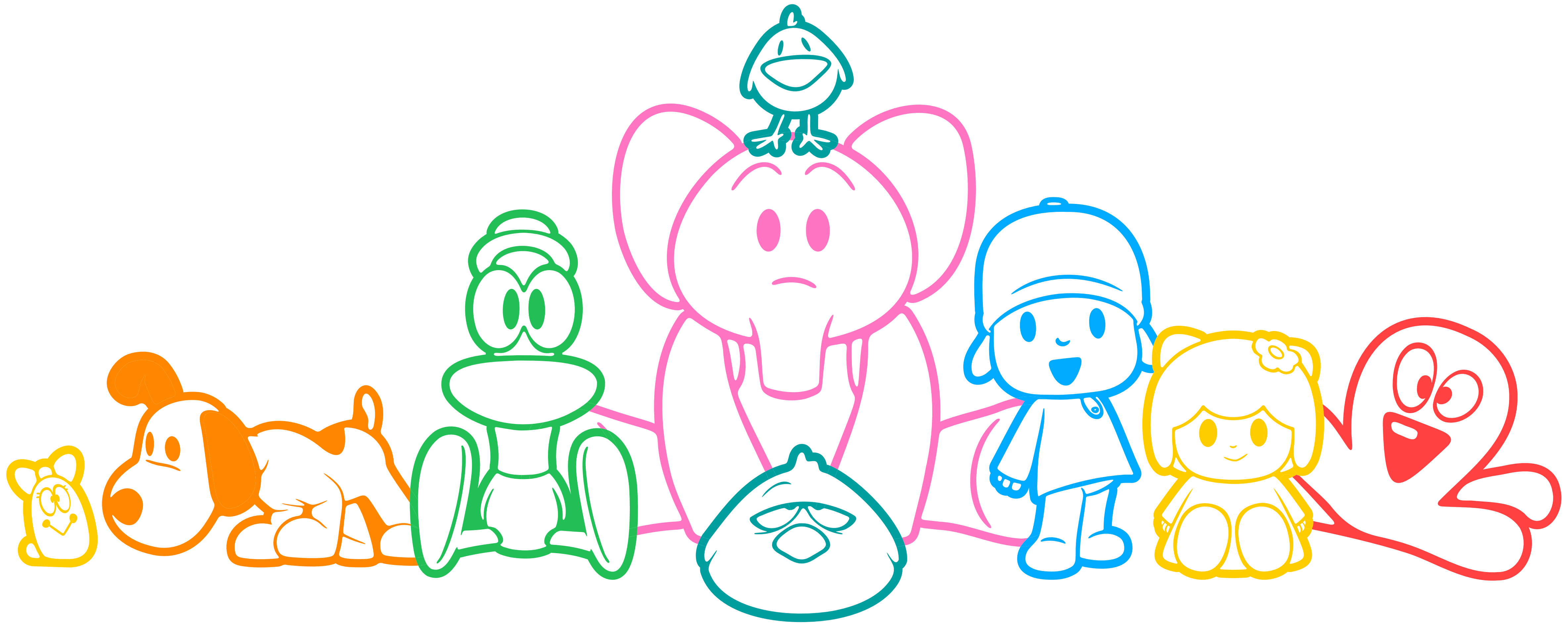
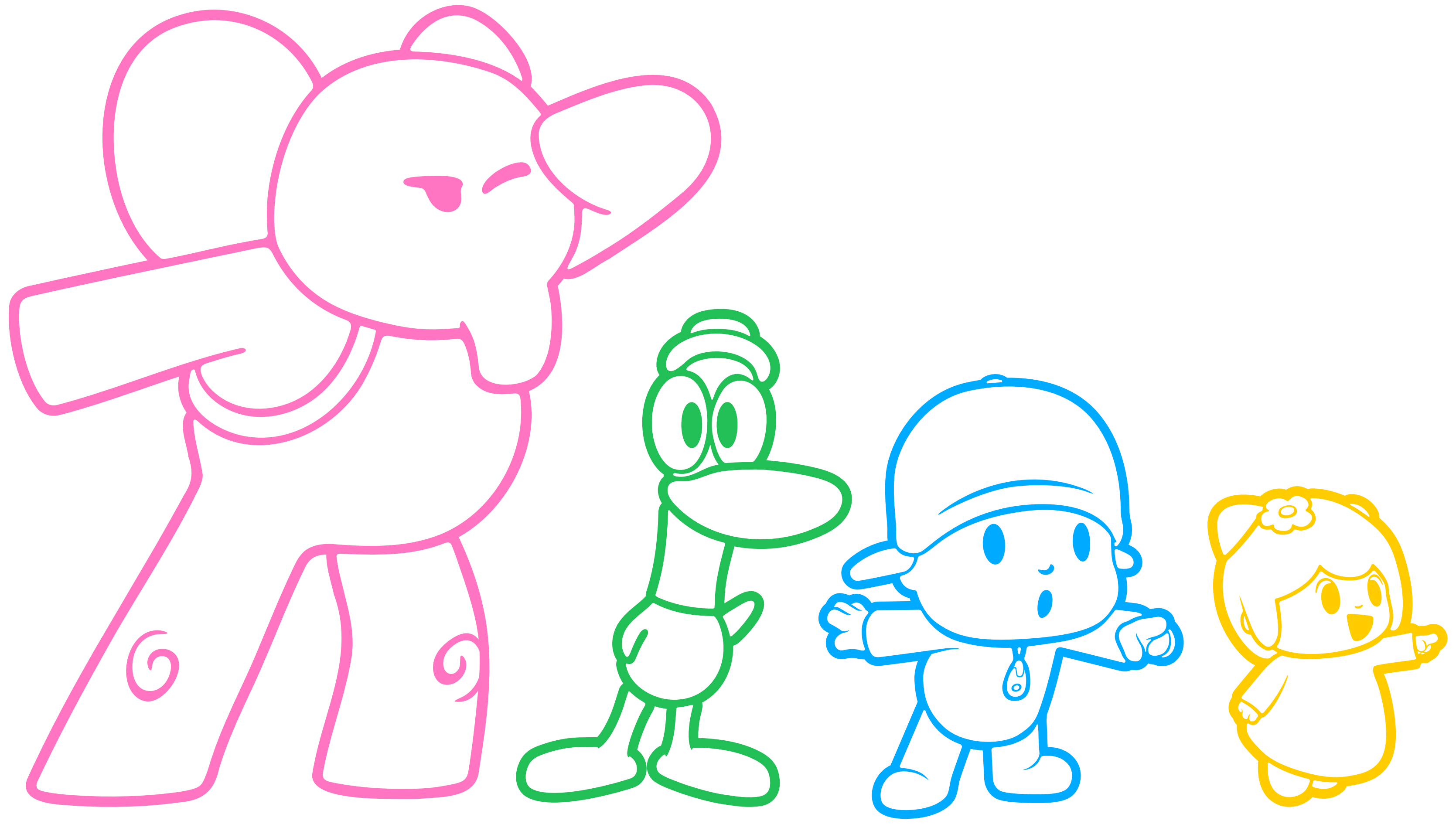


GROUPS_LAL_0003

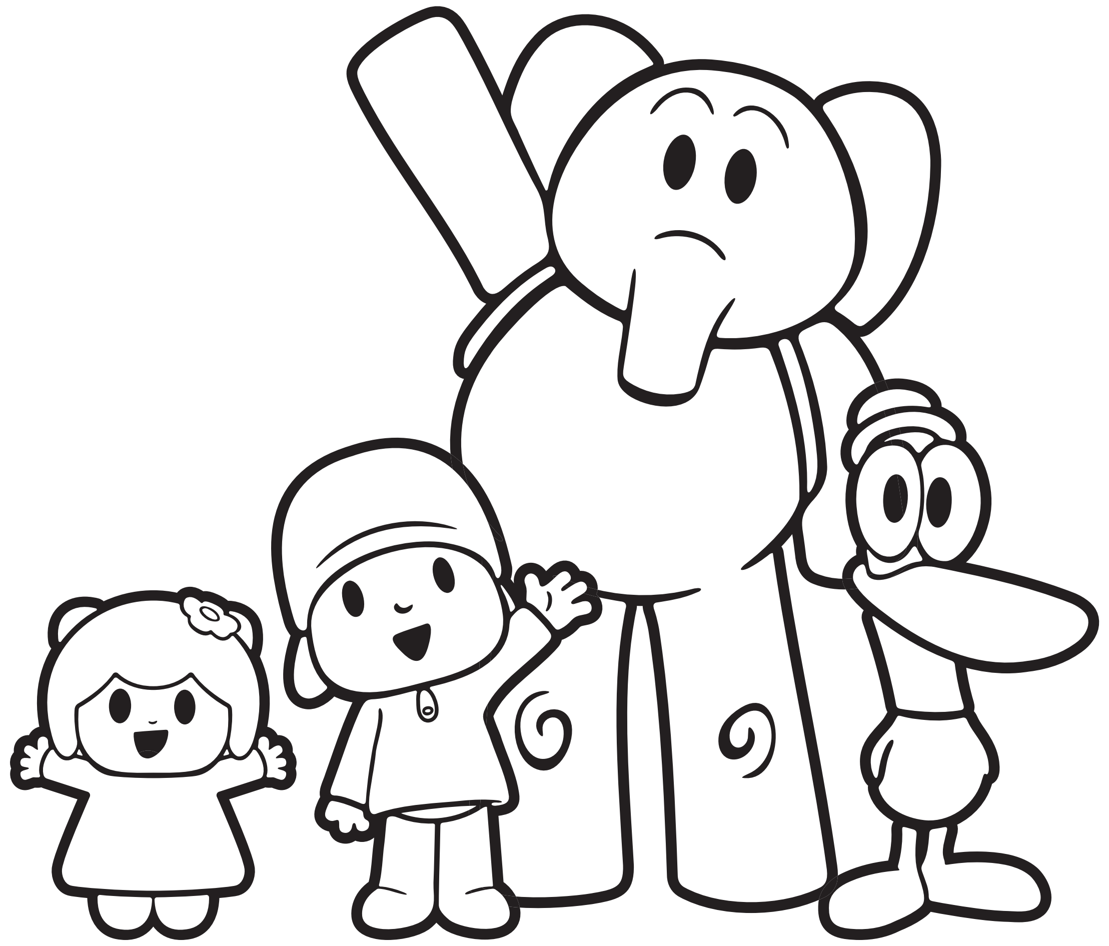


GROUPS_LAL_0004

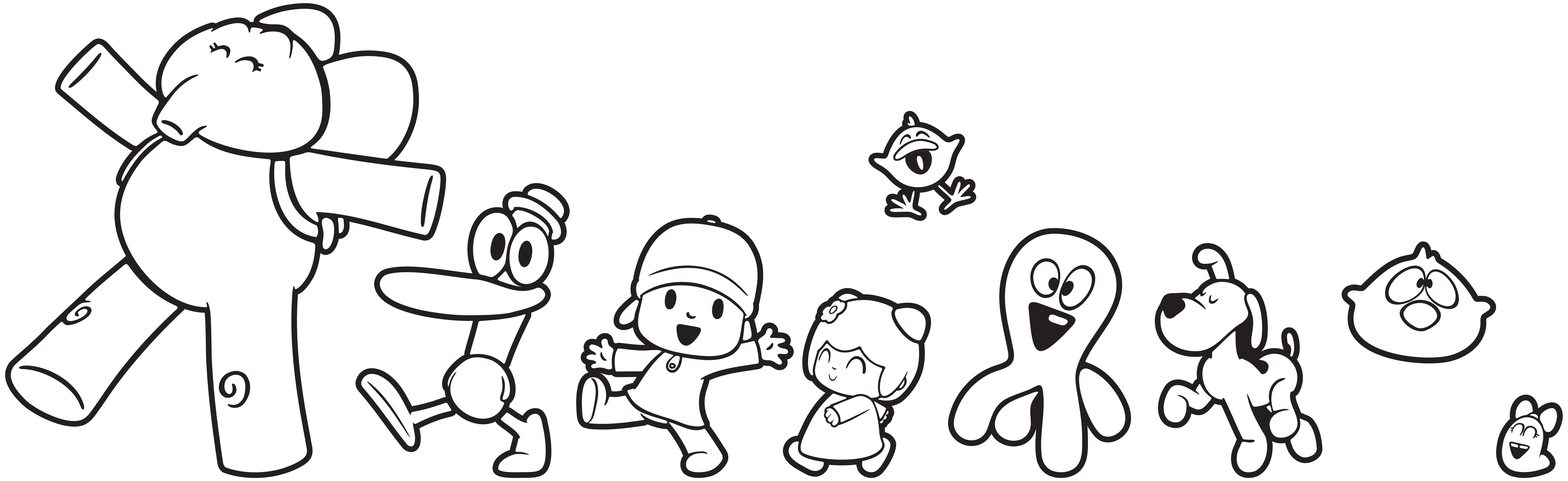
Groups

2D Poses

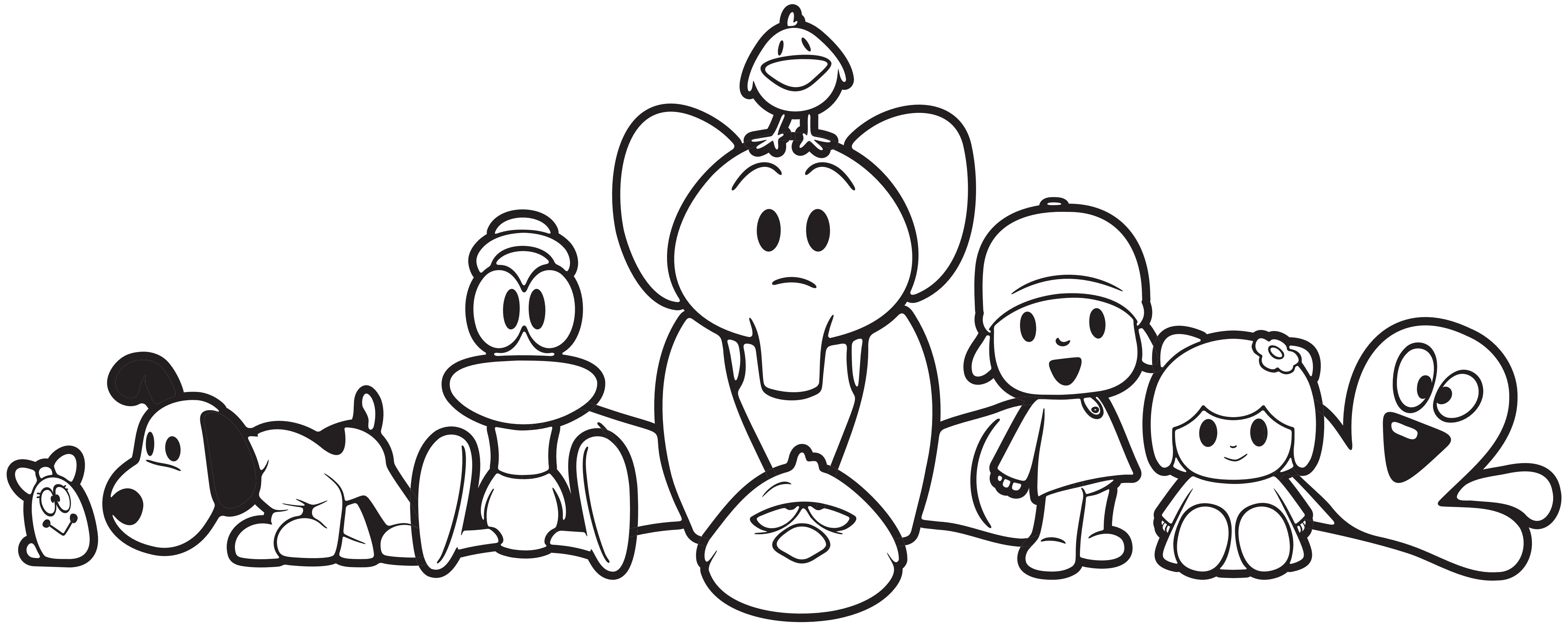
Line Art Dark



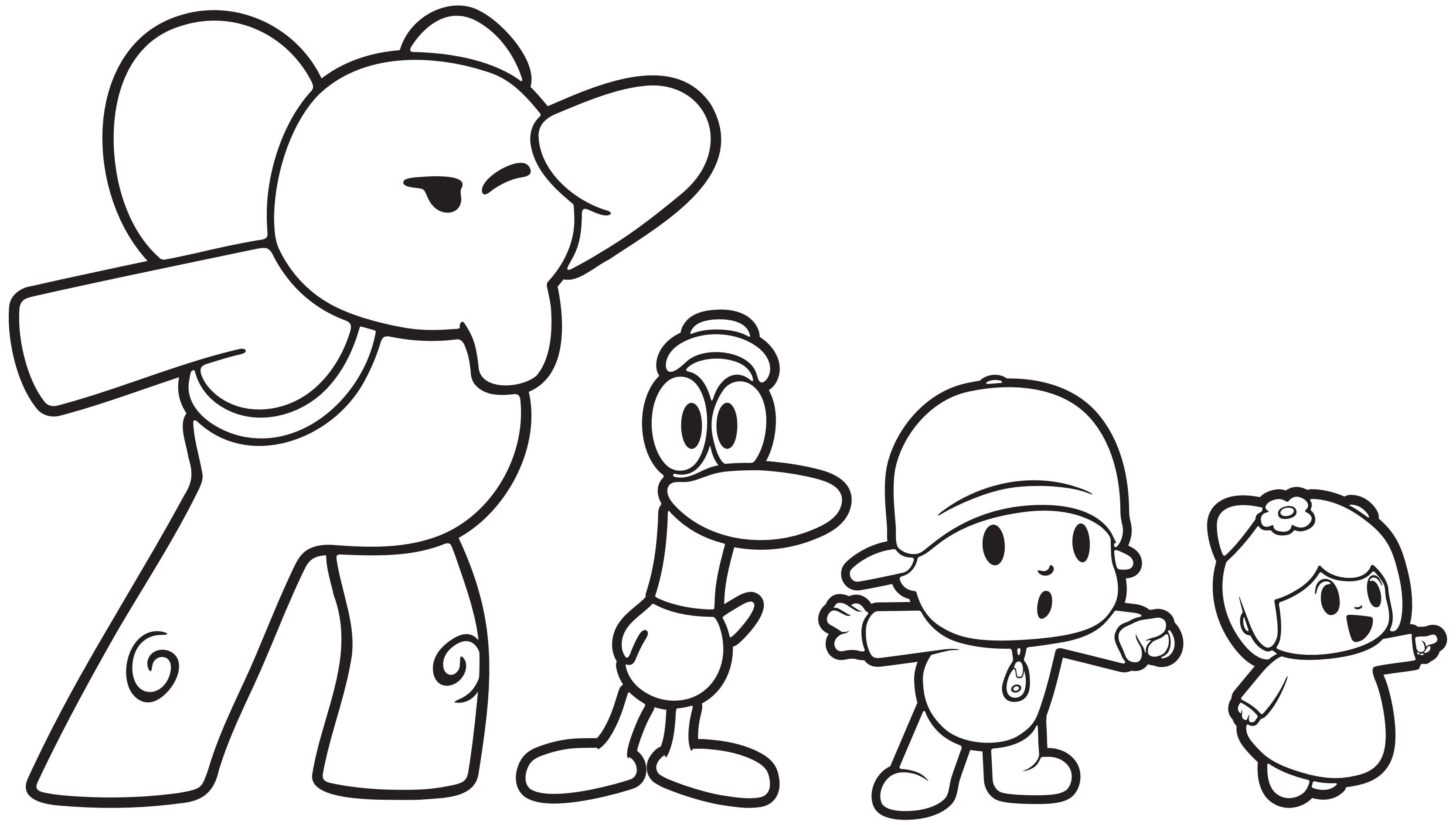
GROUPS_LAD_0001



GROUPS_LAD_0002



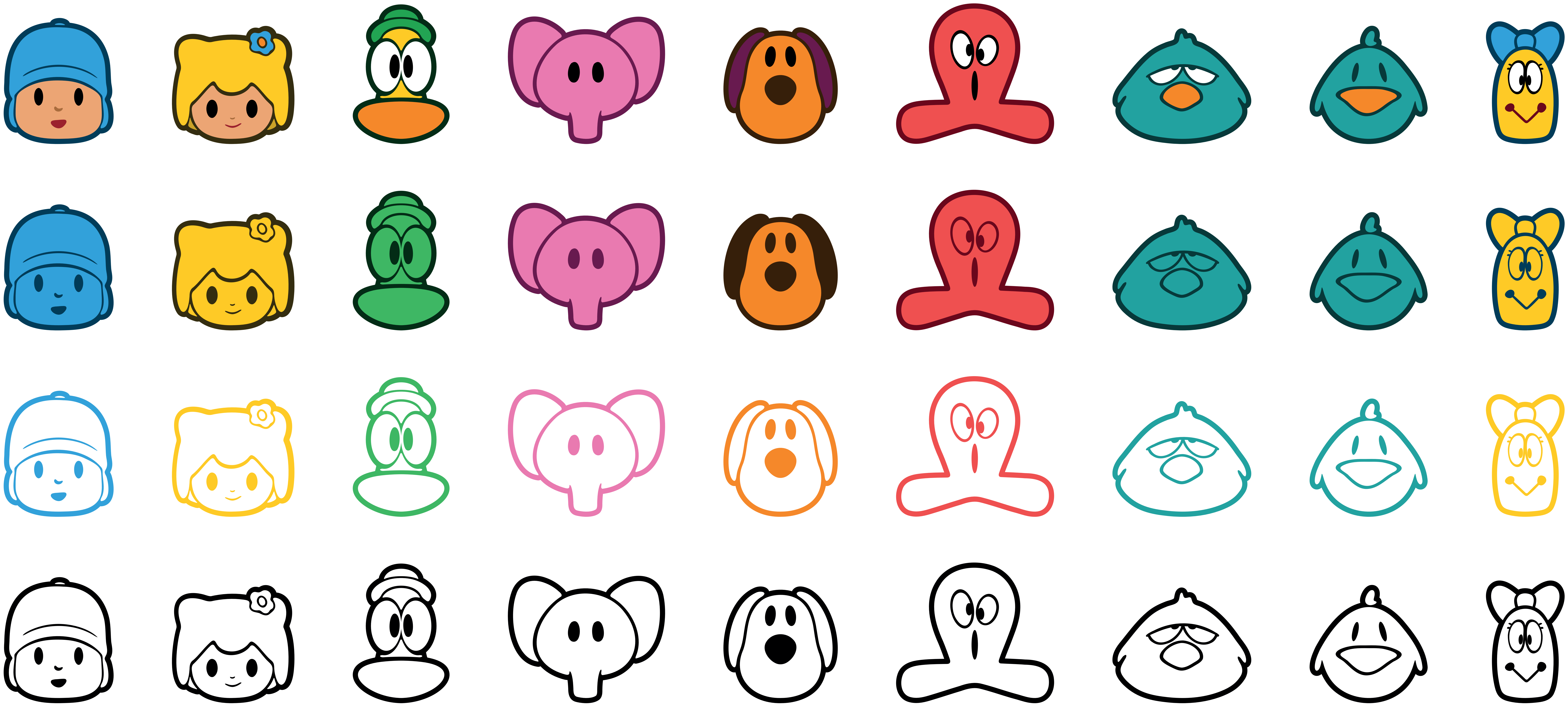
GROUPS_LAD_0003



GROUPS_LAD_0004

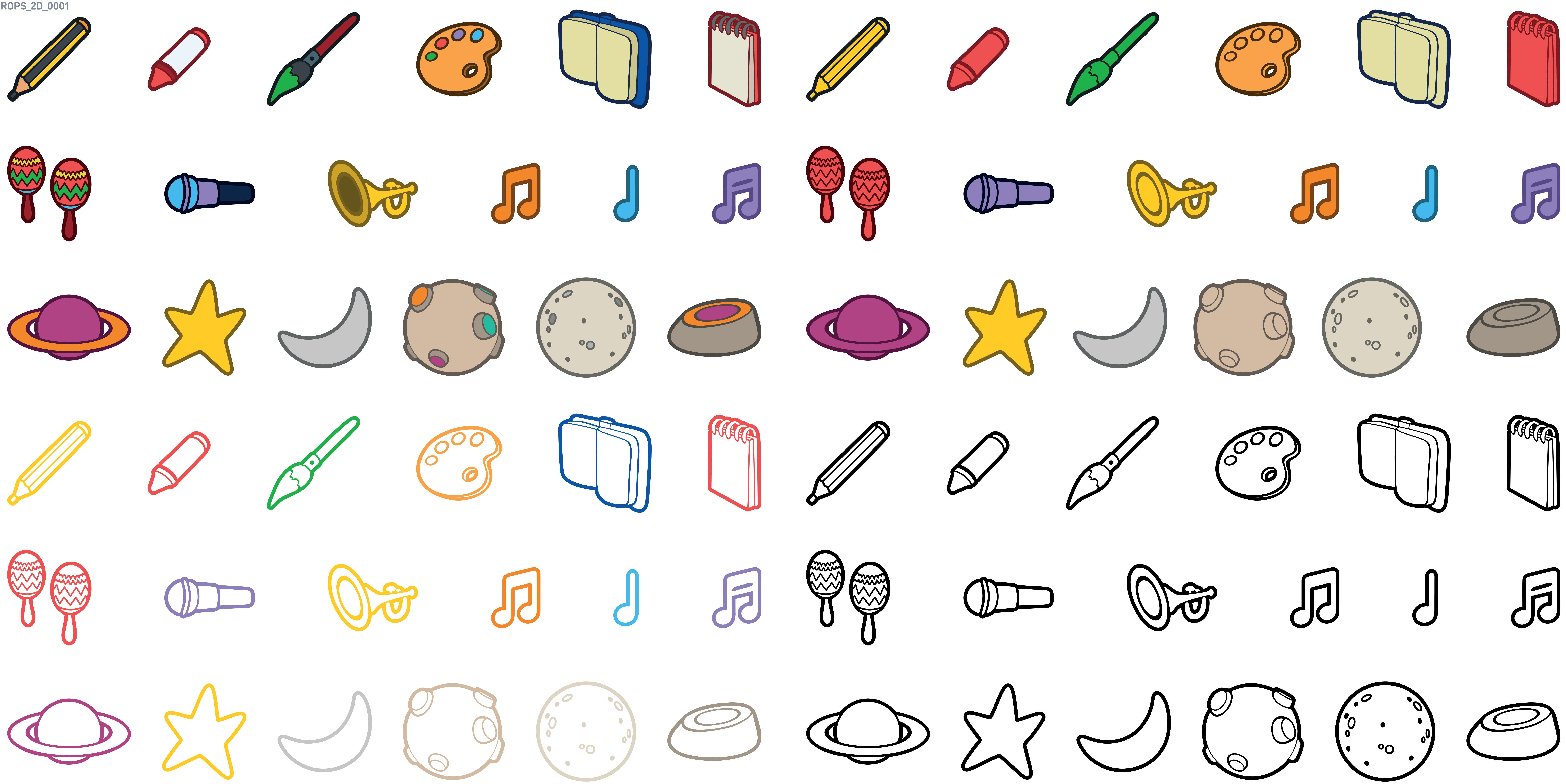
Icons

ICONS_2D_0001



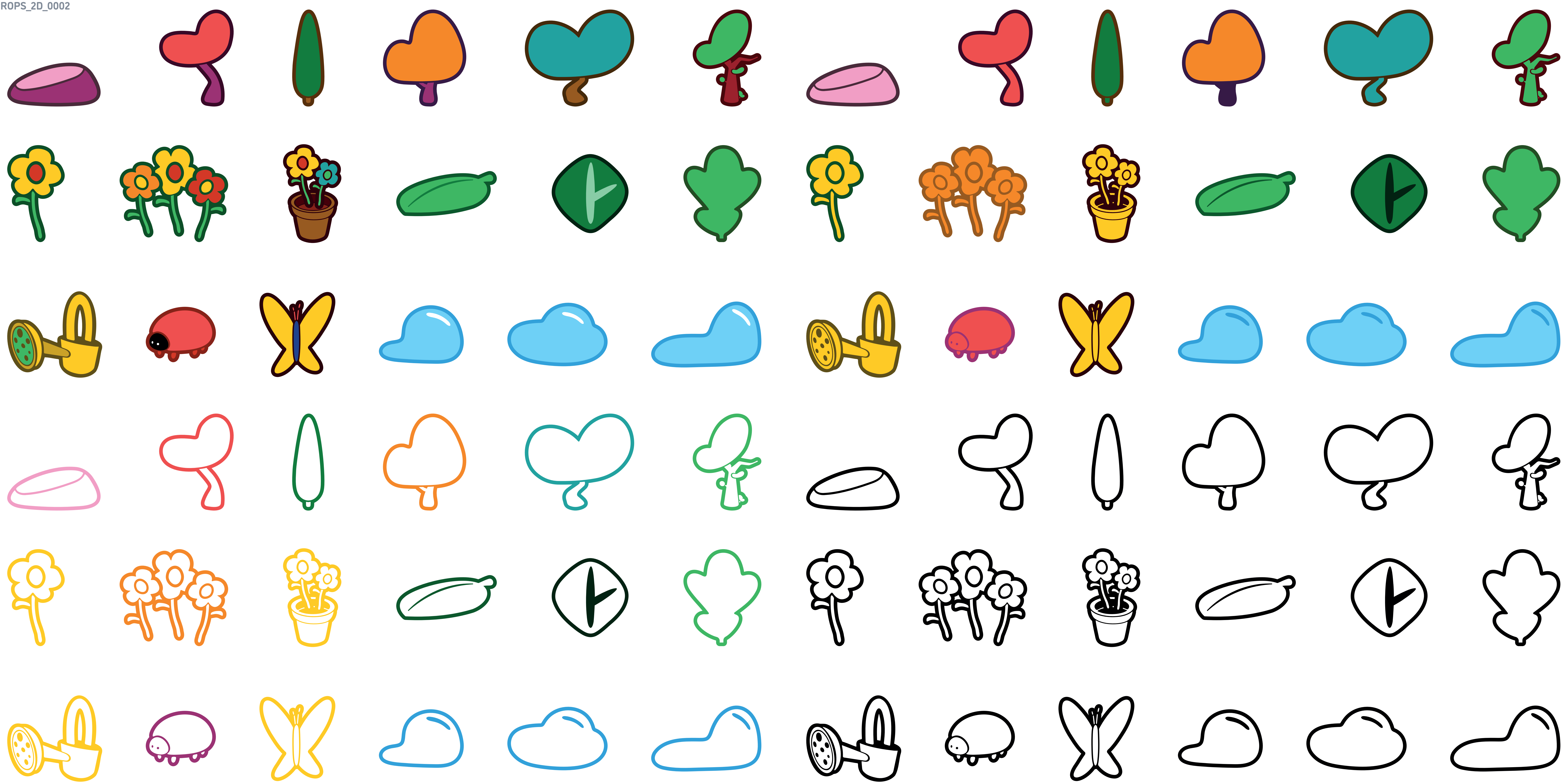
Props

PROPS_2D_0001



Props

PROPS_2D_0002



Props

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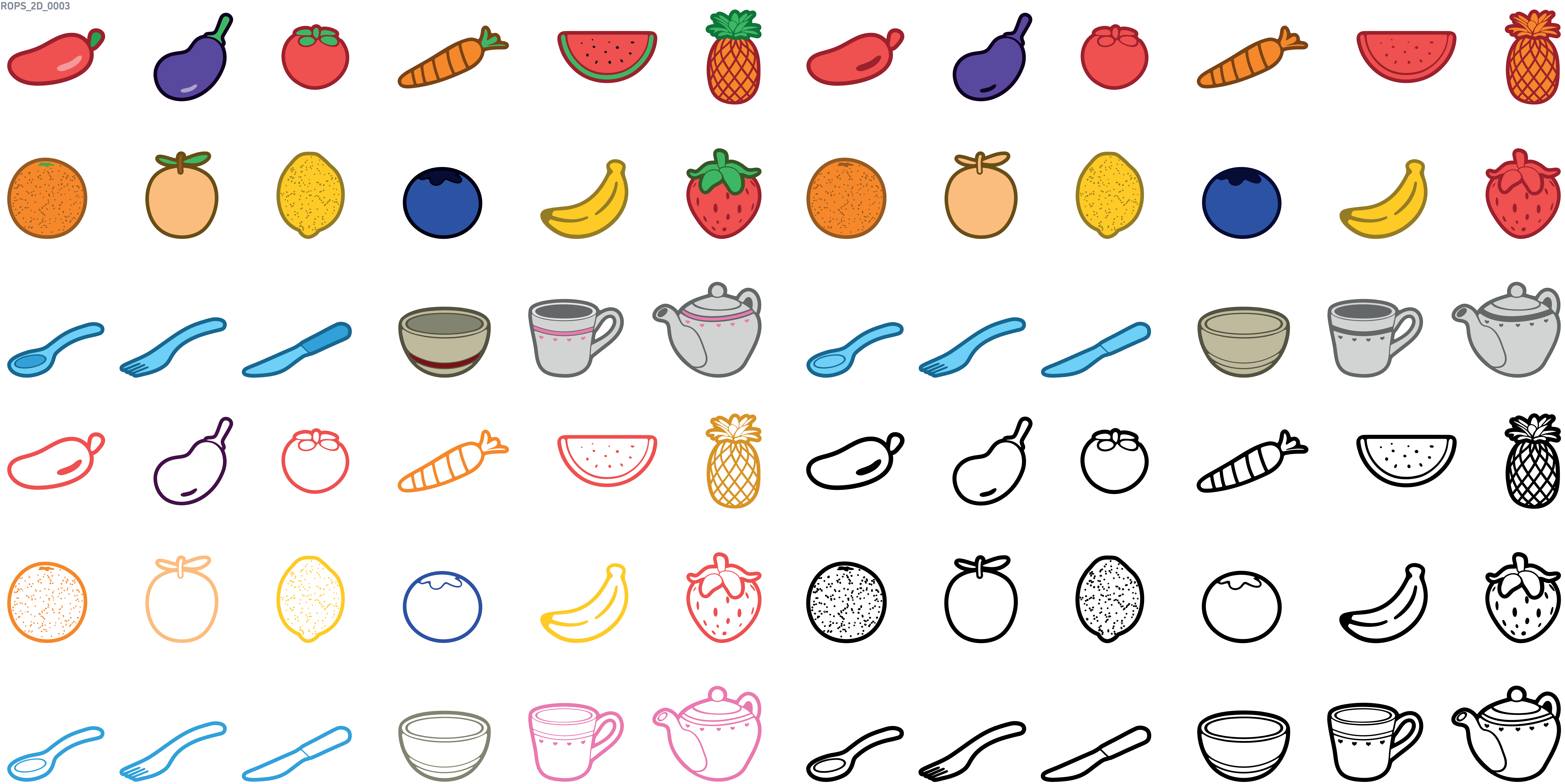
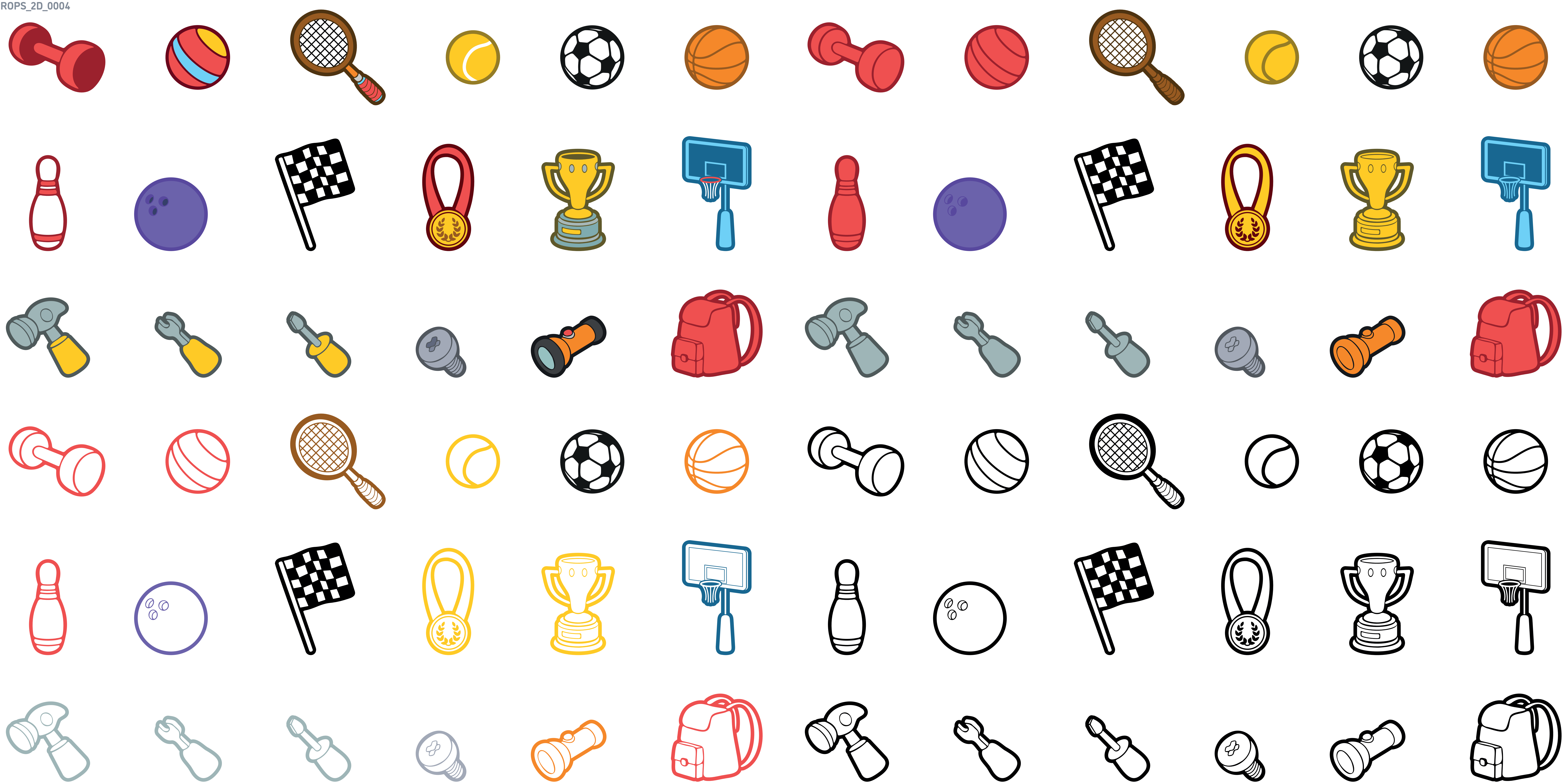


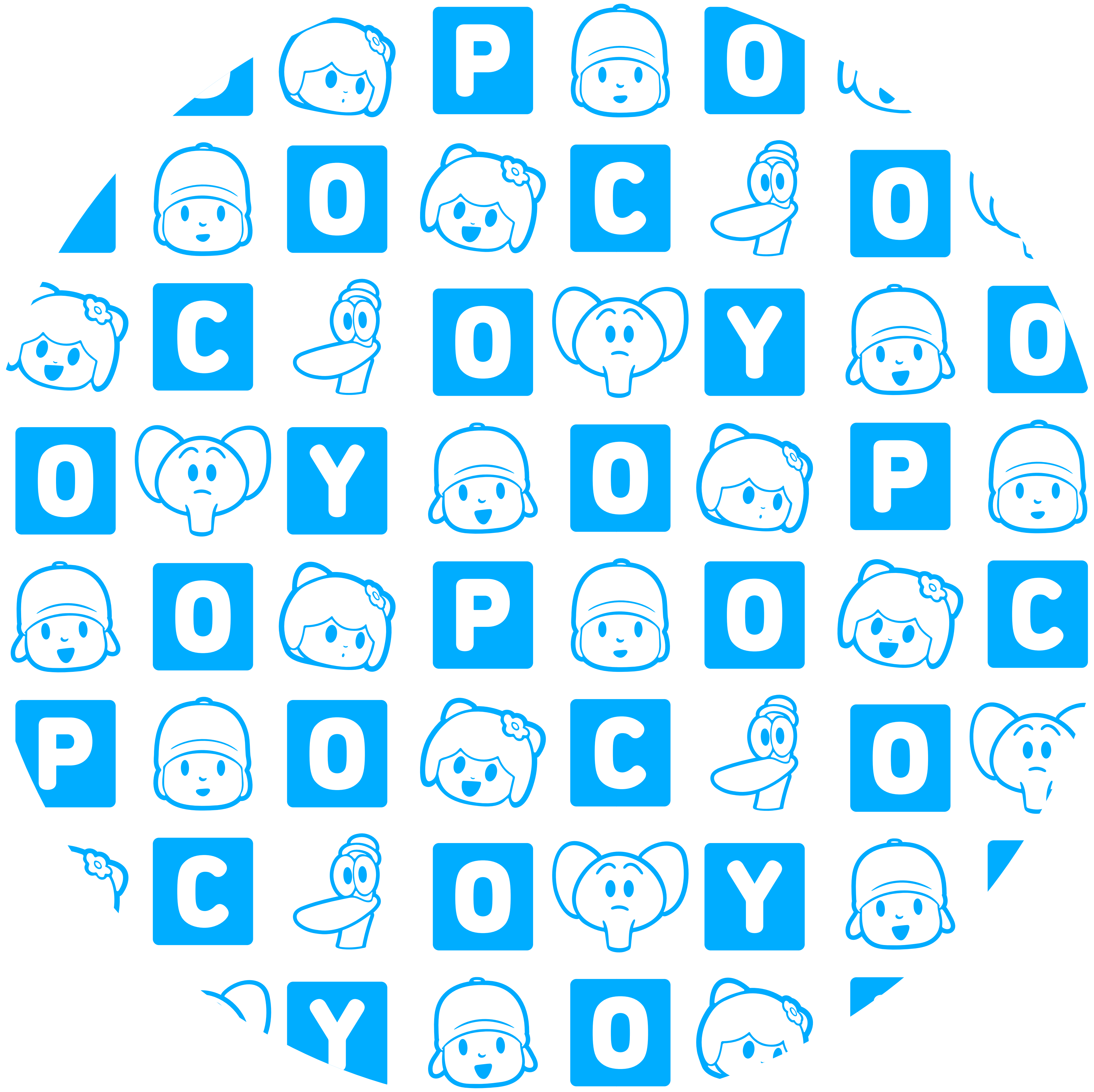
Props

PROPS_2D_0004



Patterns

PATTERNS_2D_0001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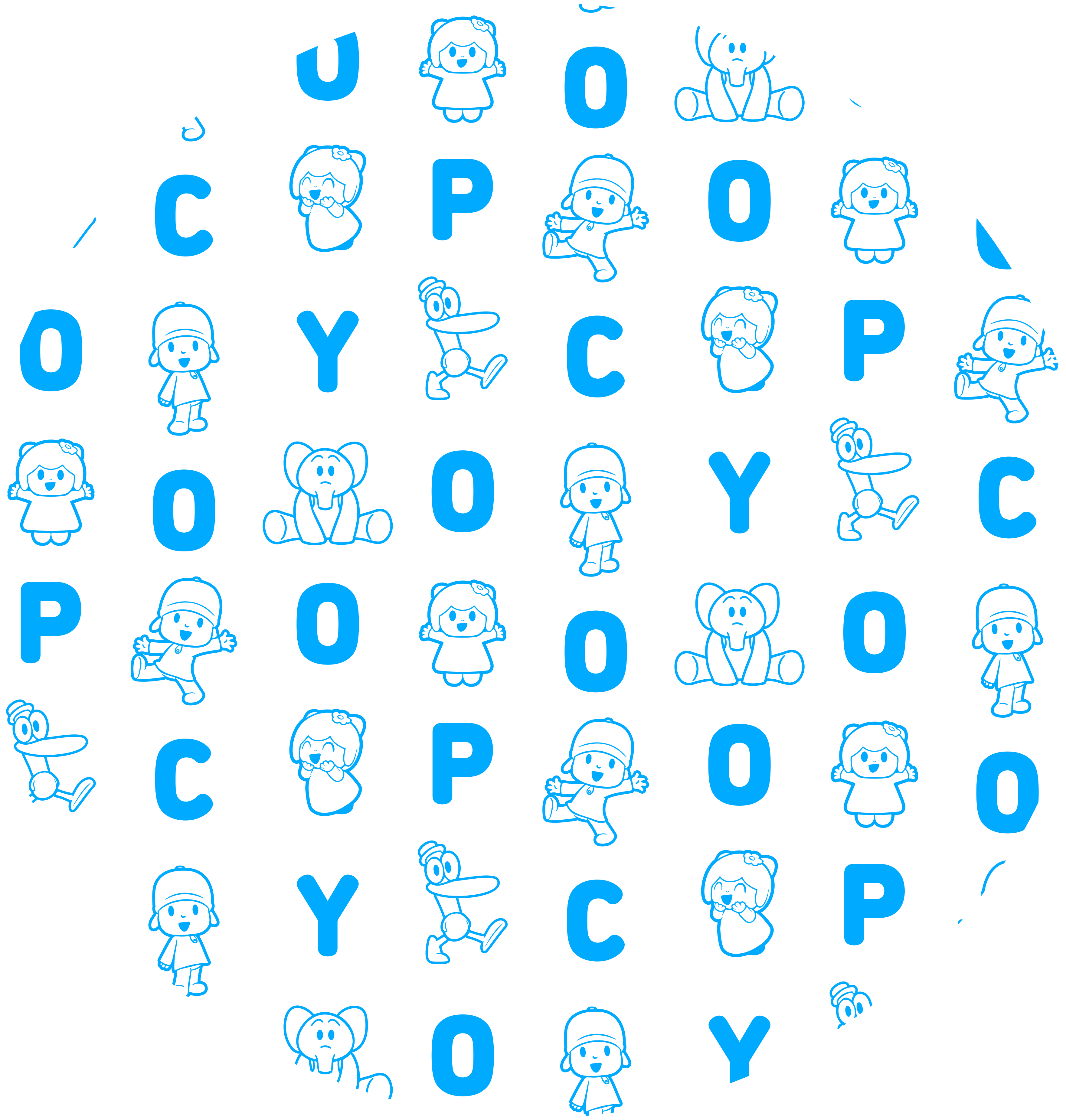
PATTERNS_2D_0002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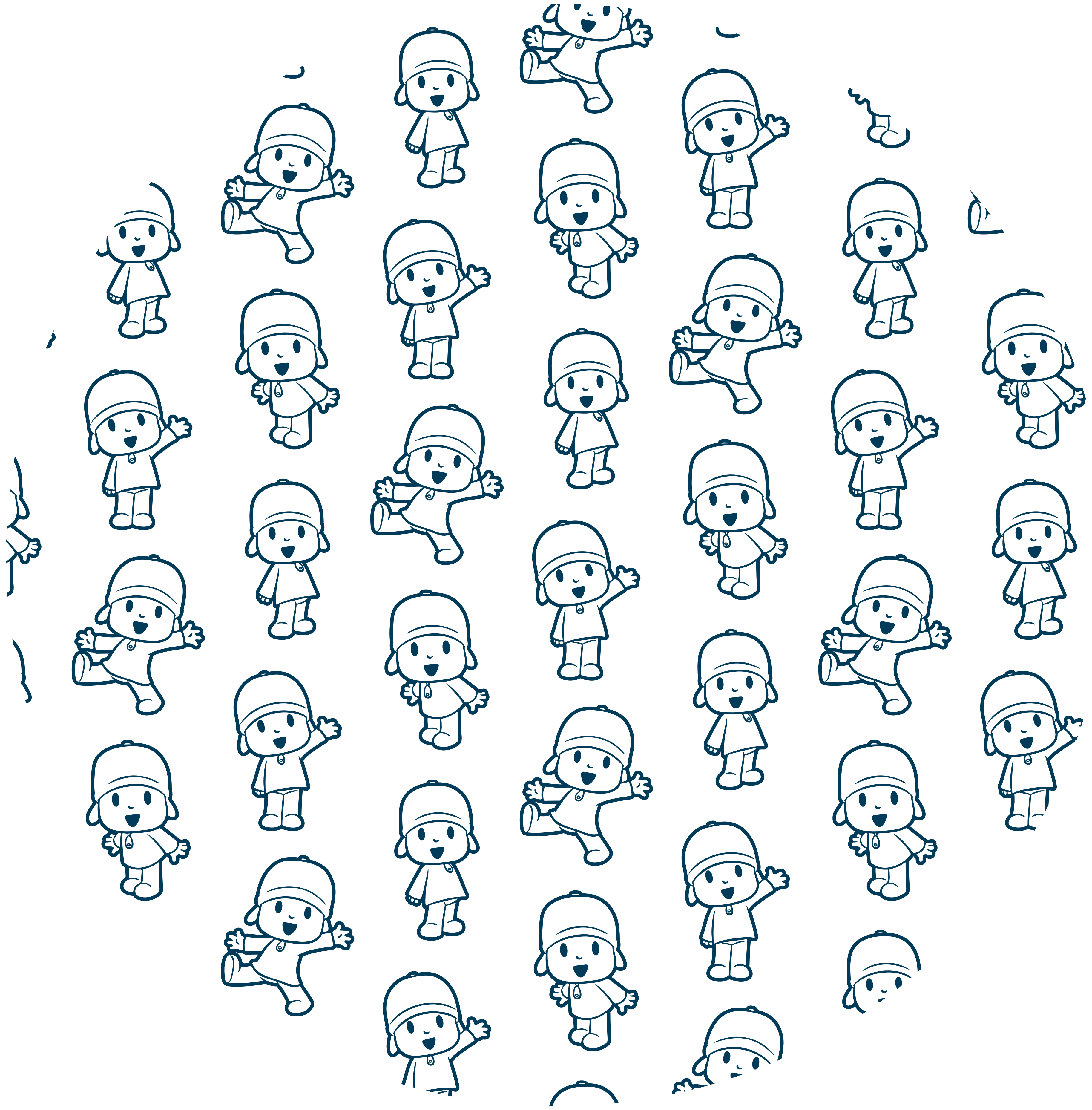
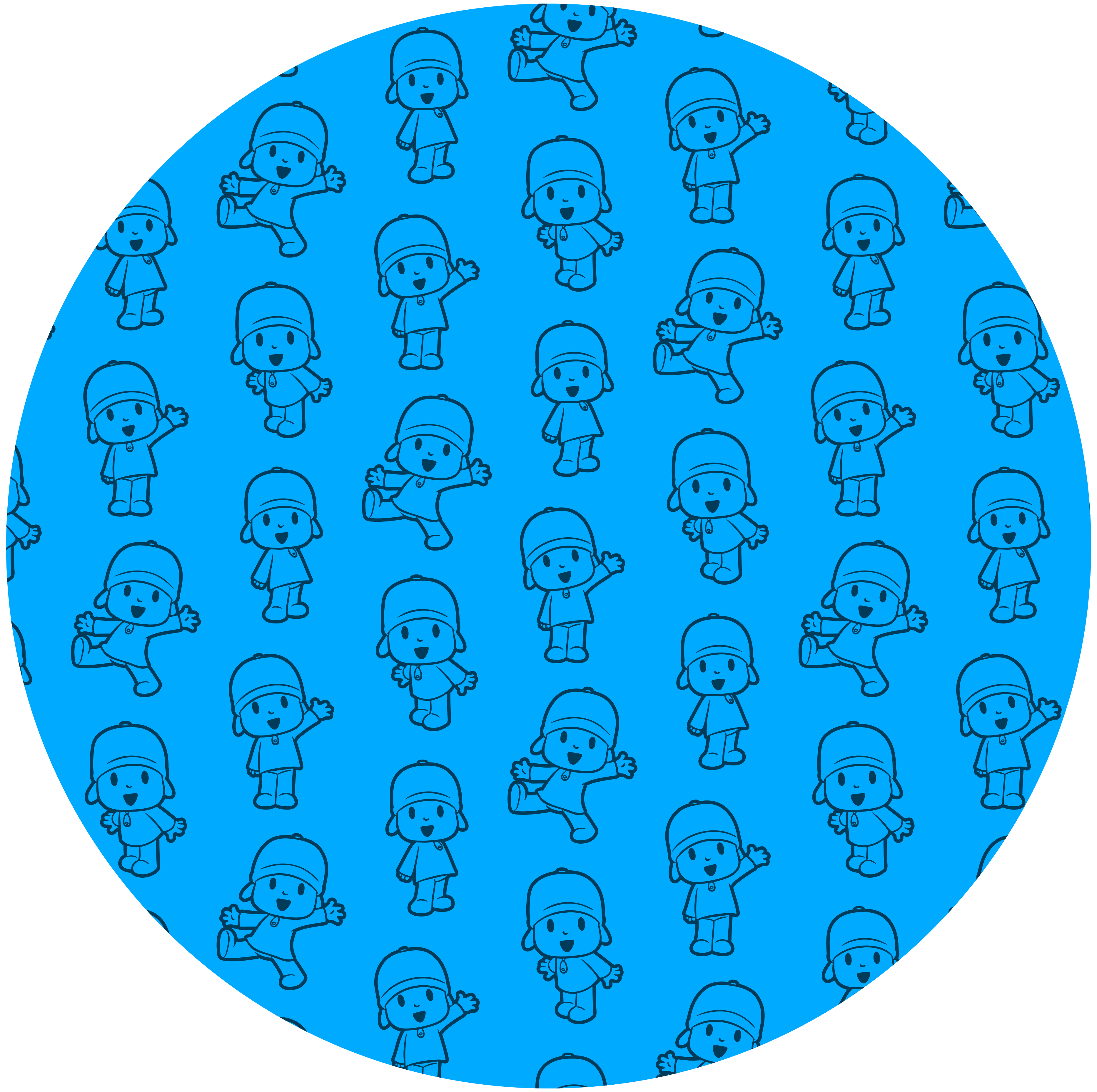
Patterns

PATTERNS_2D_0003



PATTERNS_2D_0004



Patterns

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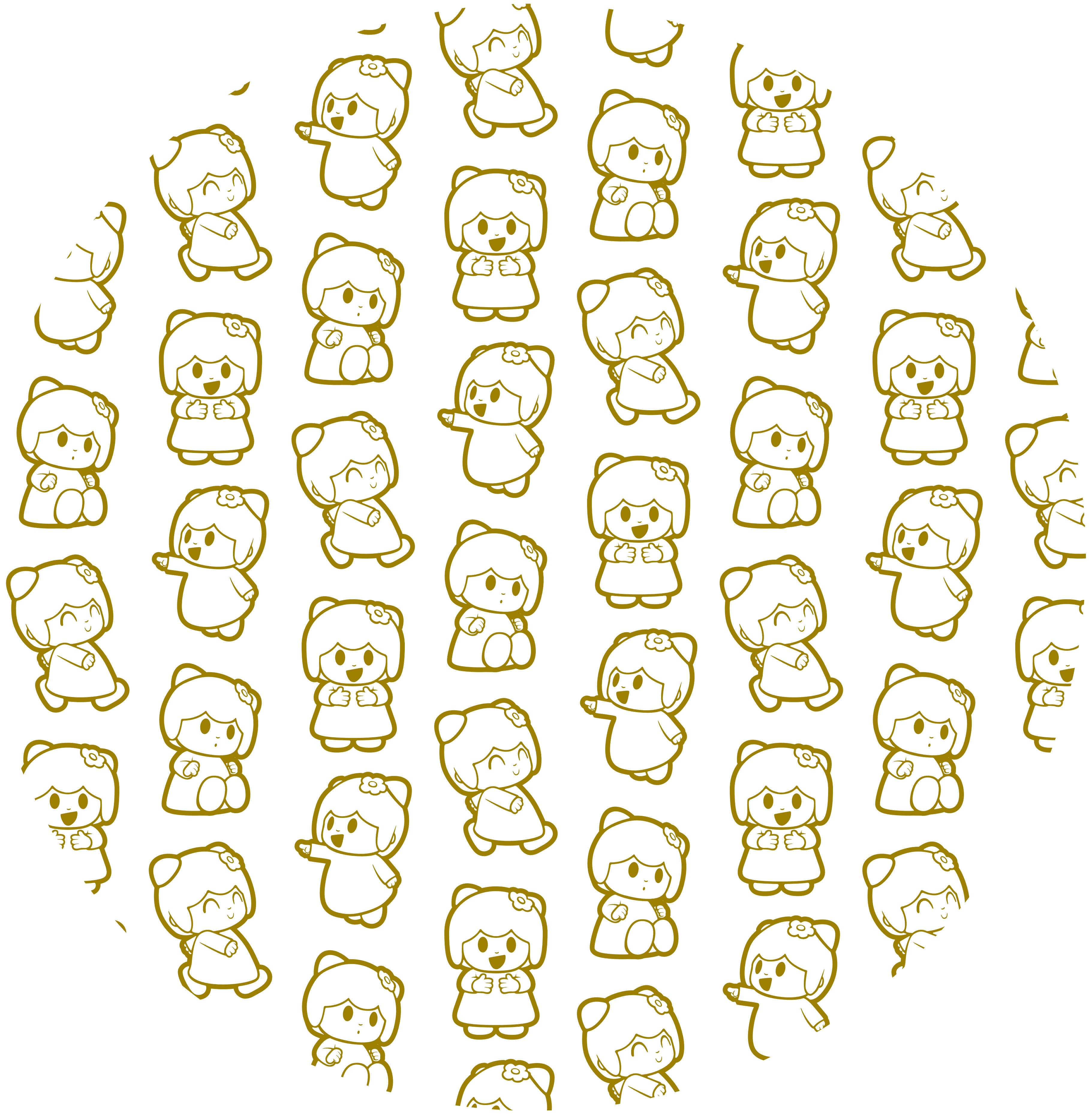

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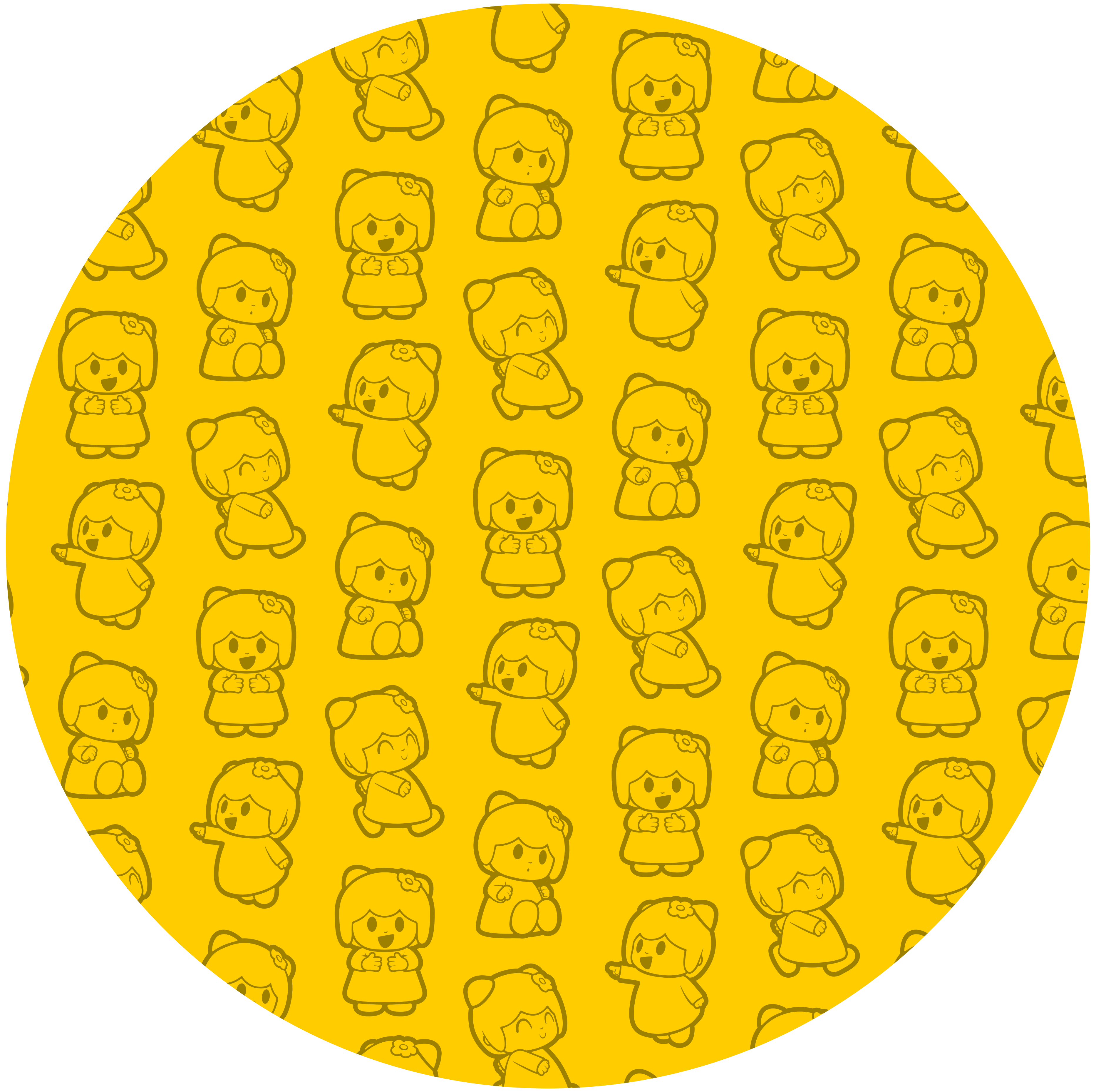

Patterns

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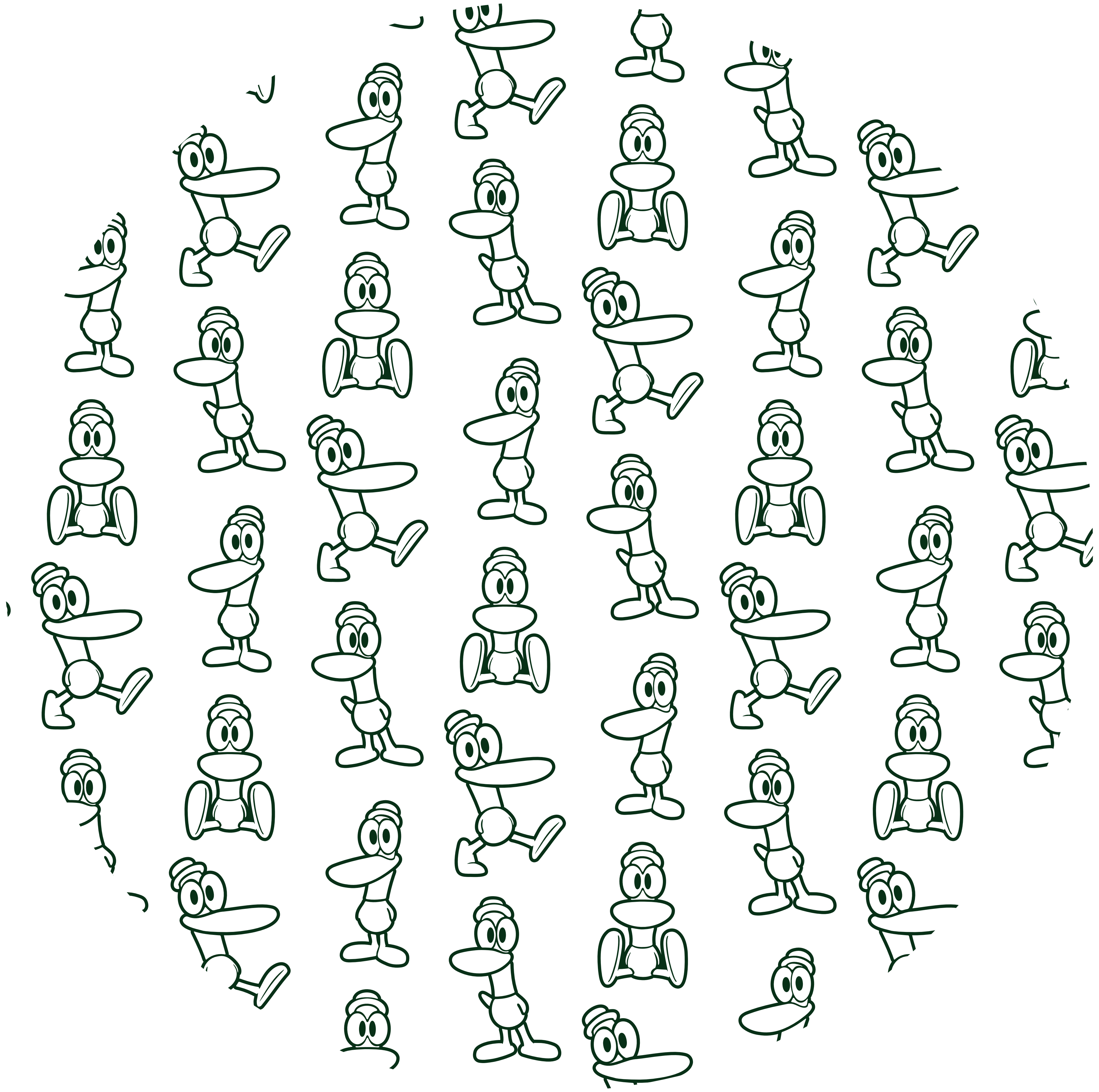

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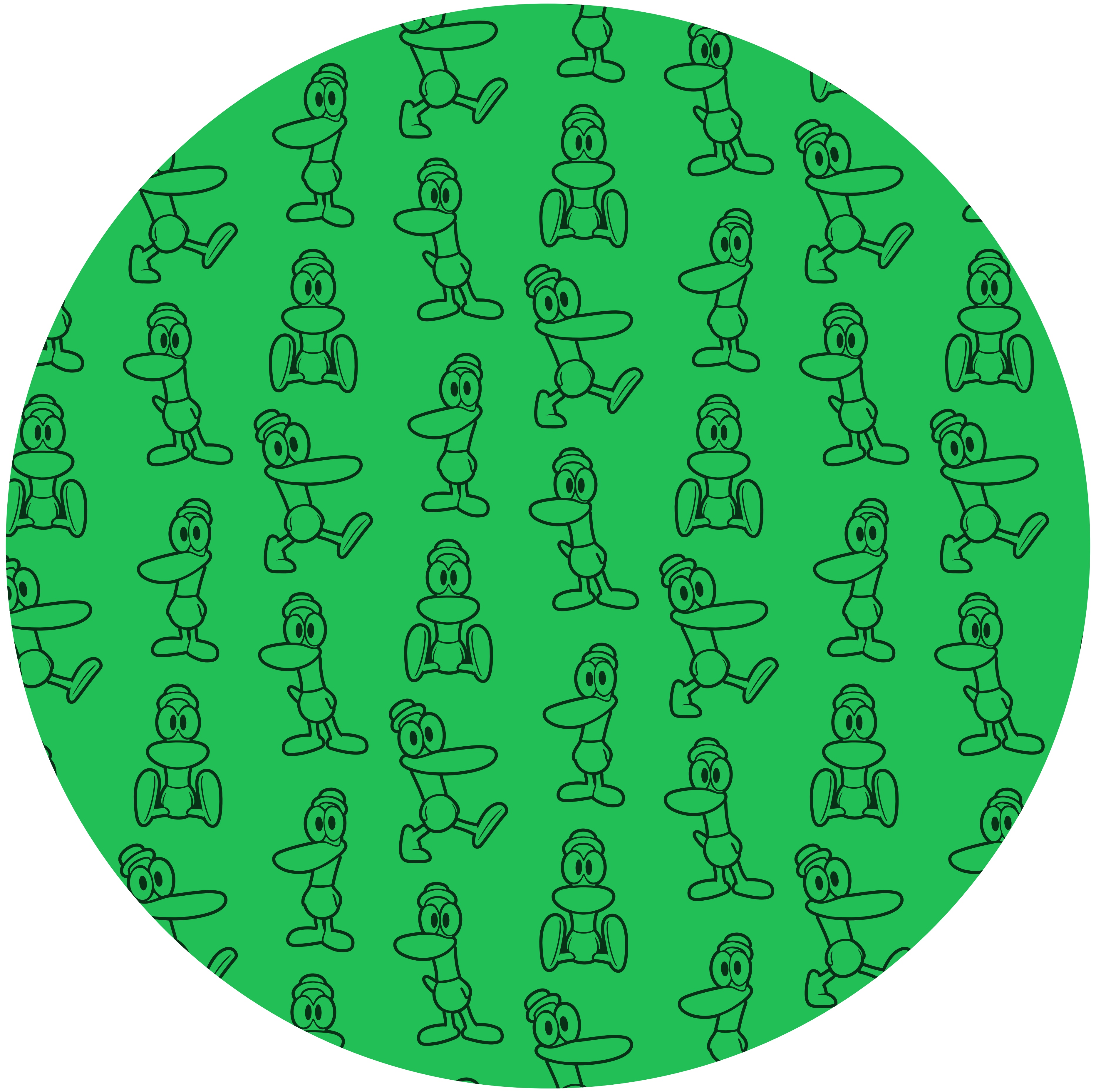

Patterns

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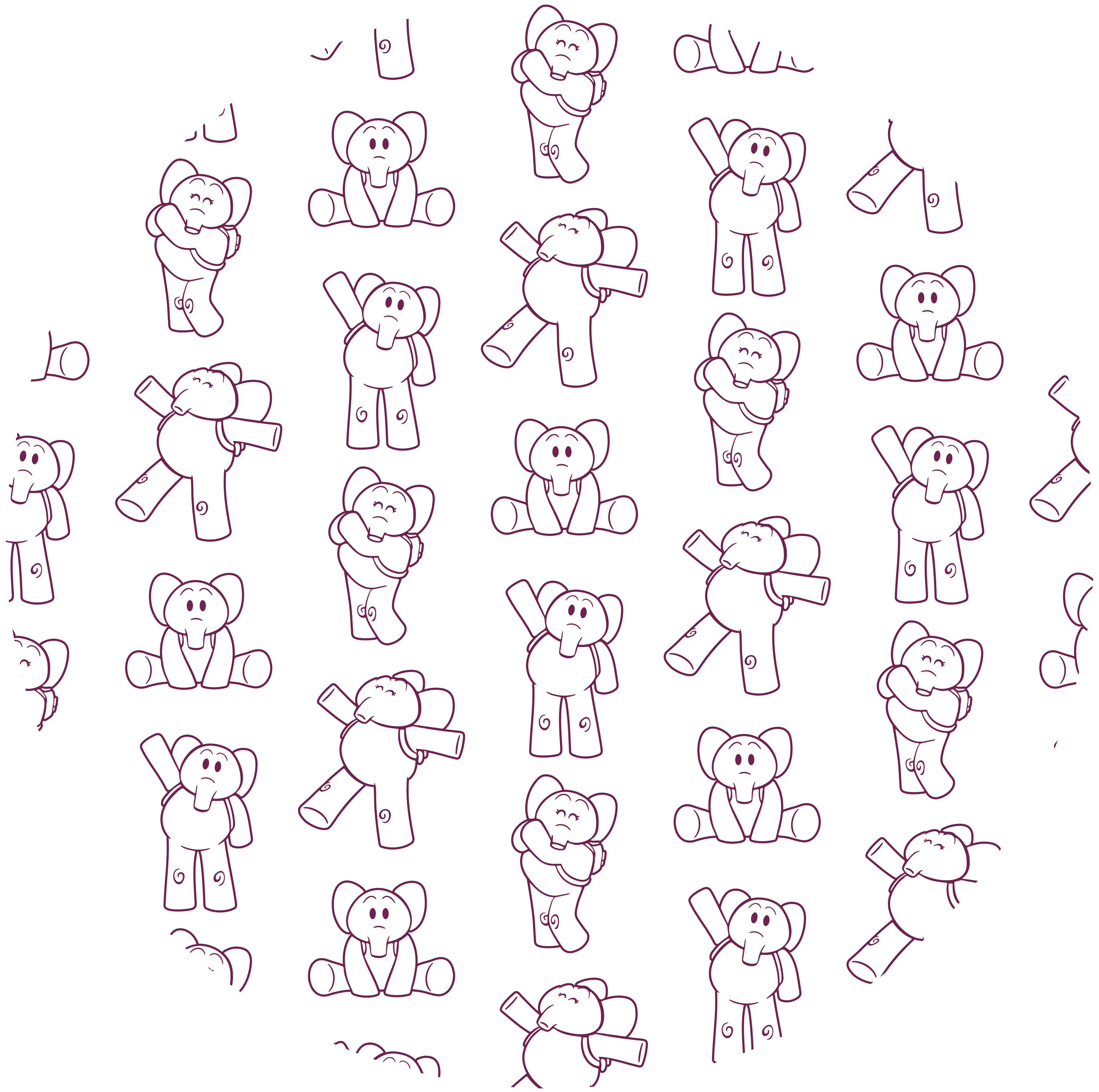

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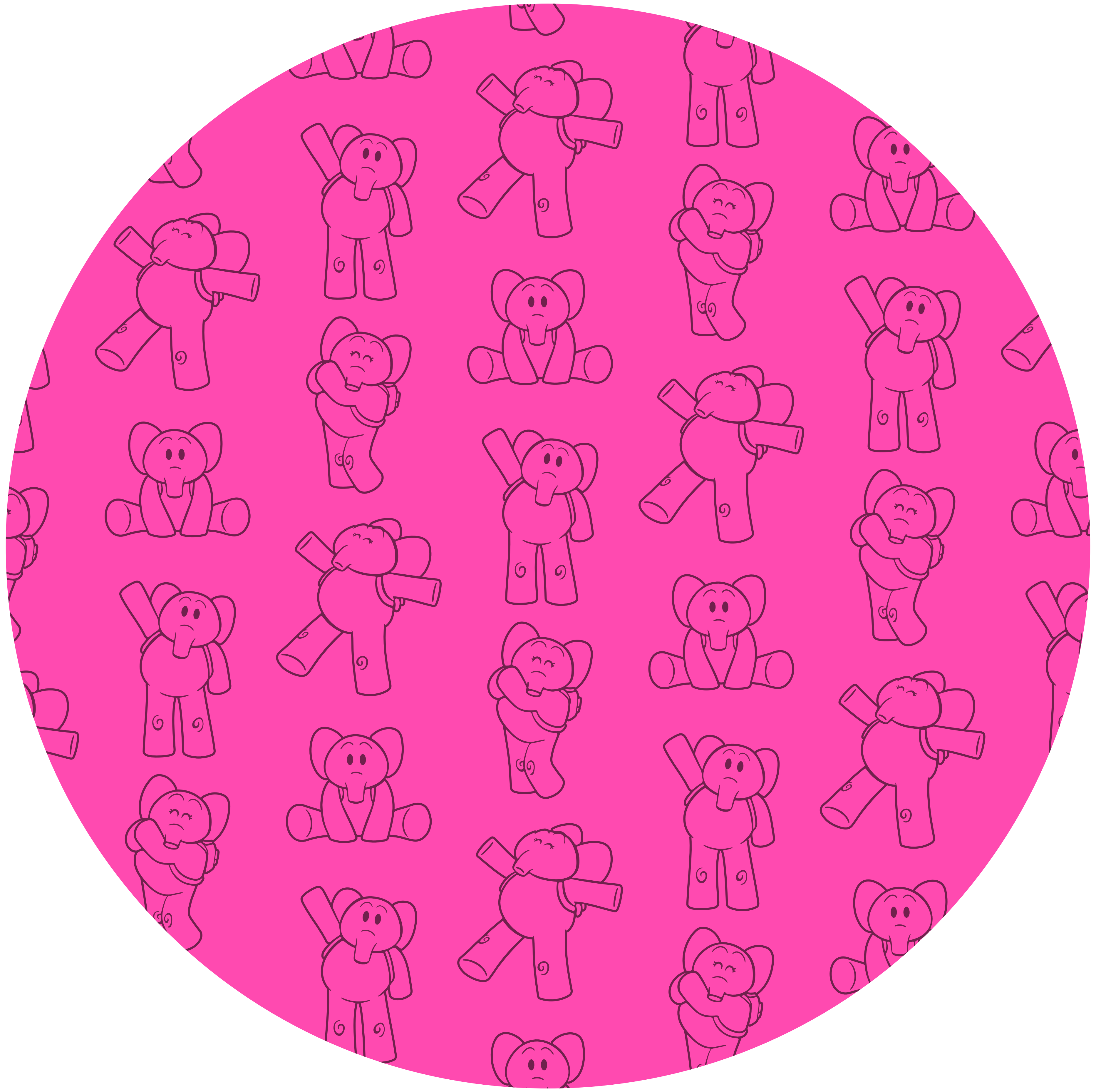

Patterns

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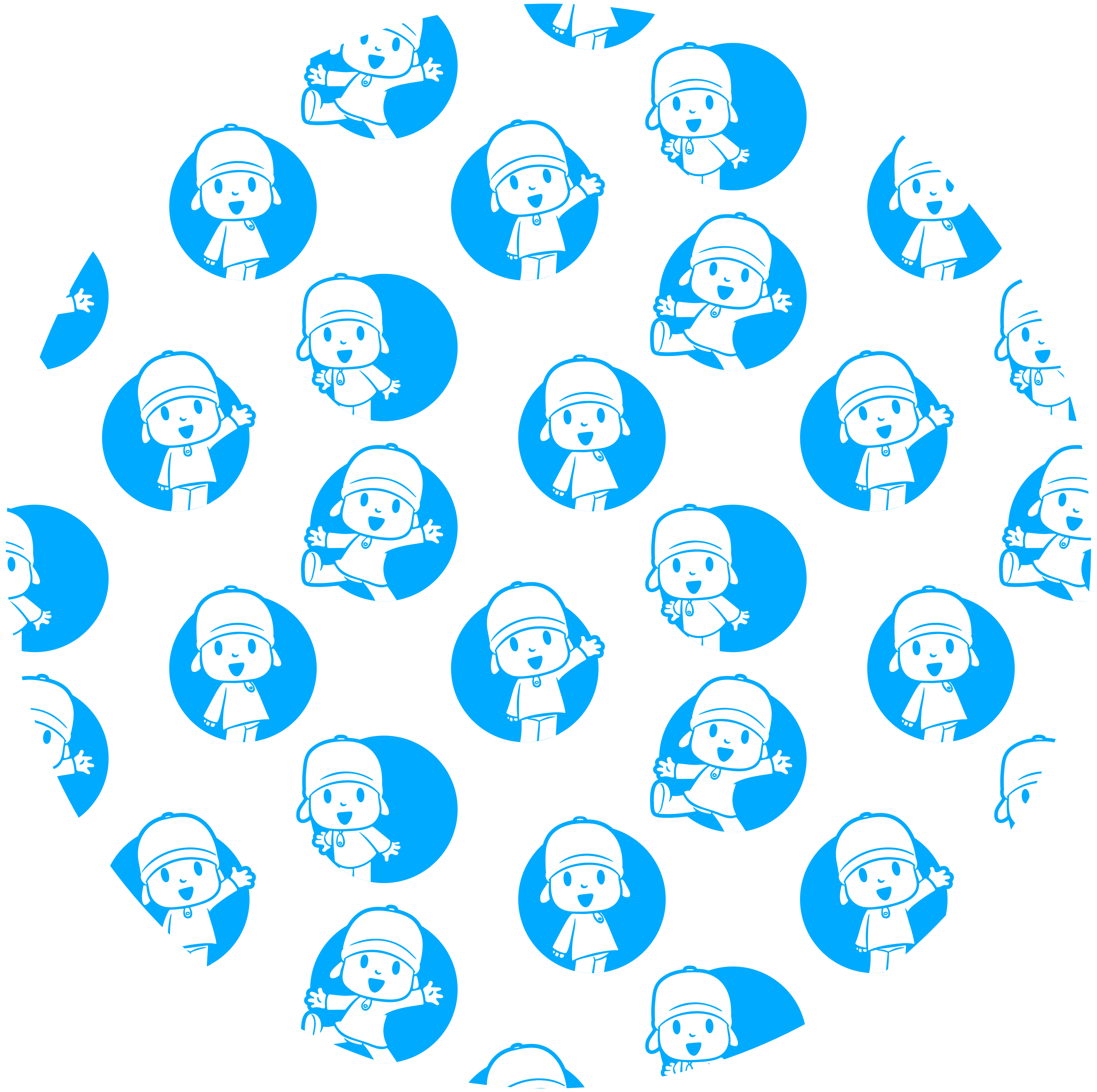

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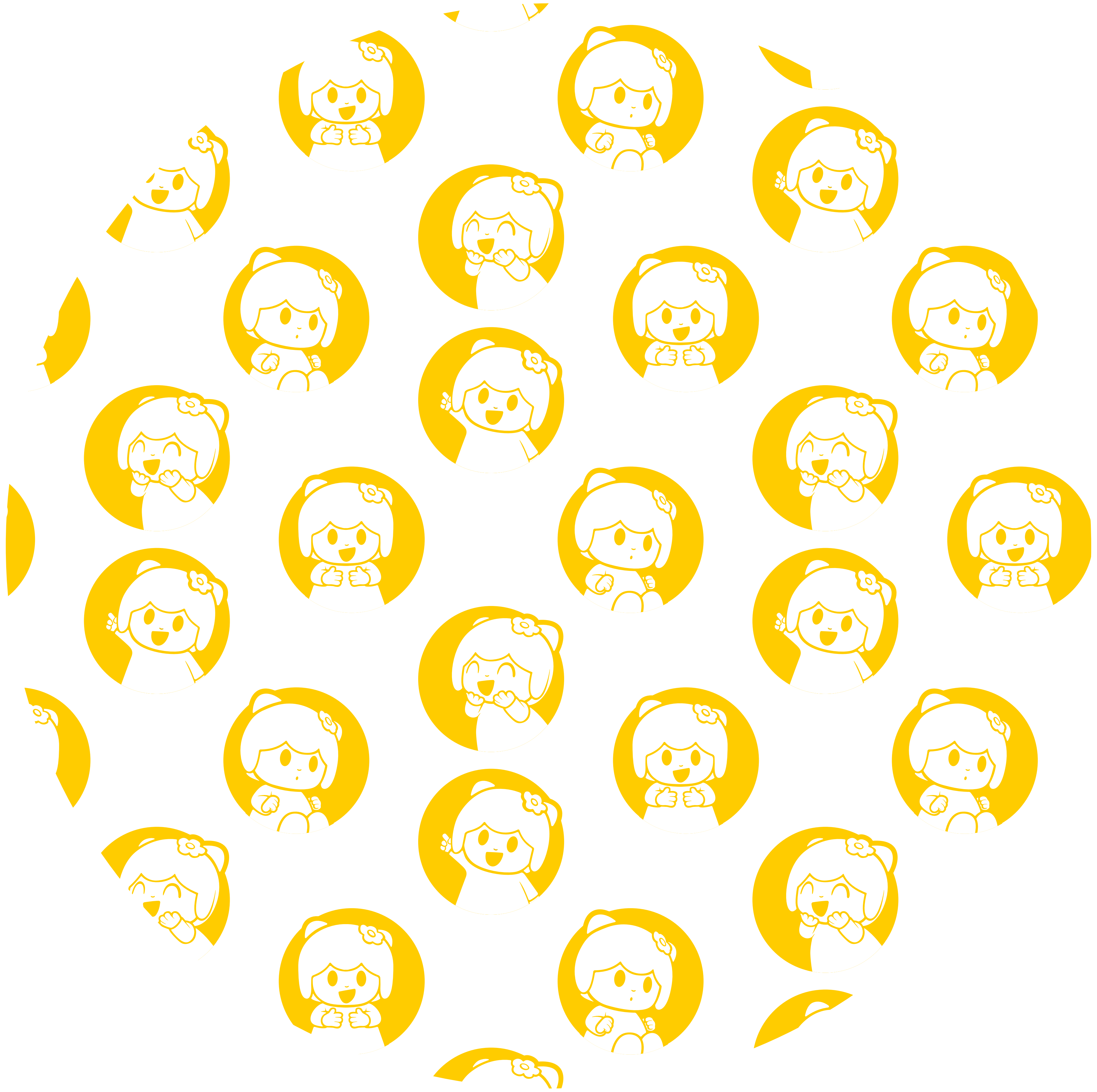

Patterns

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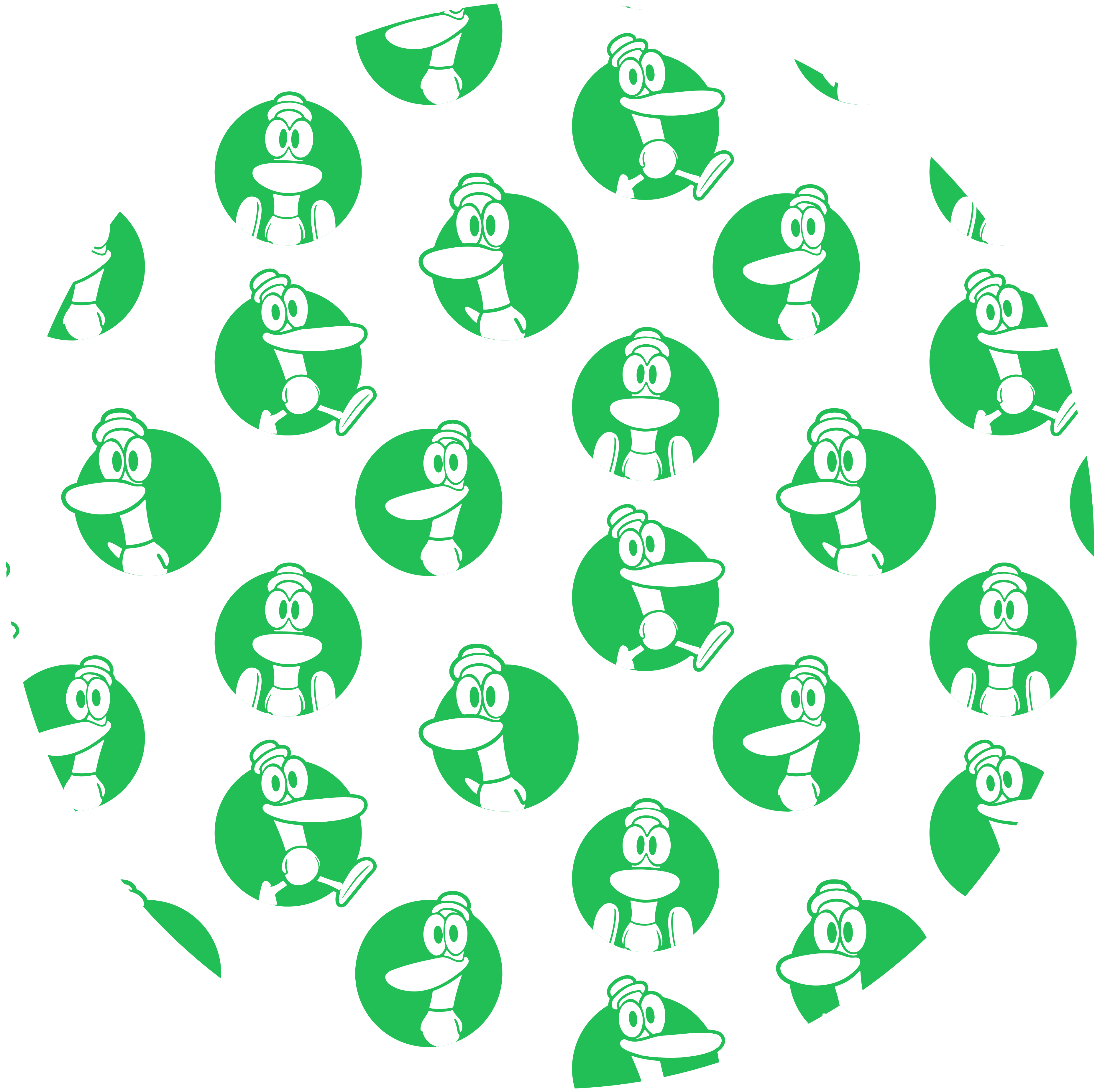

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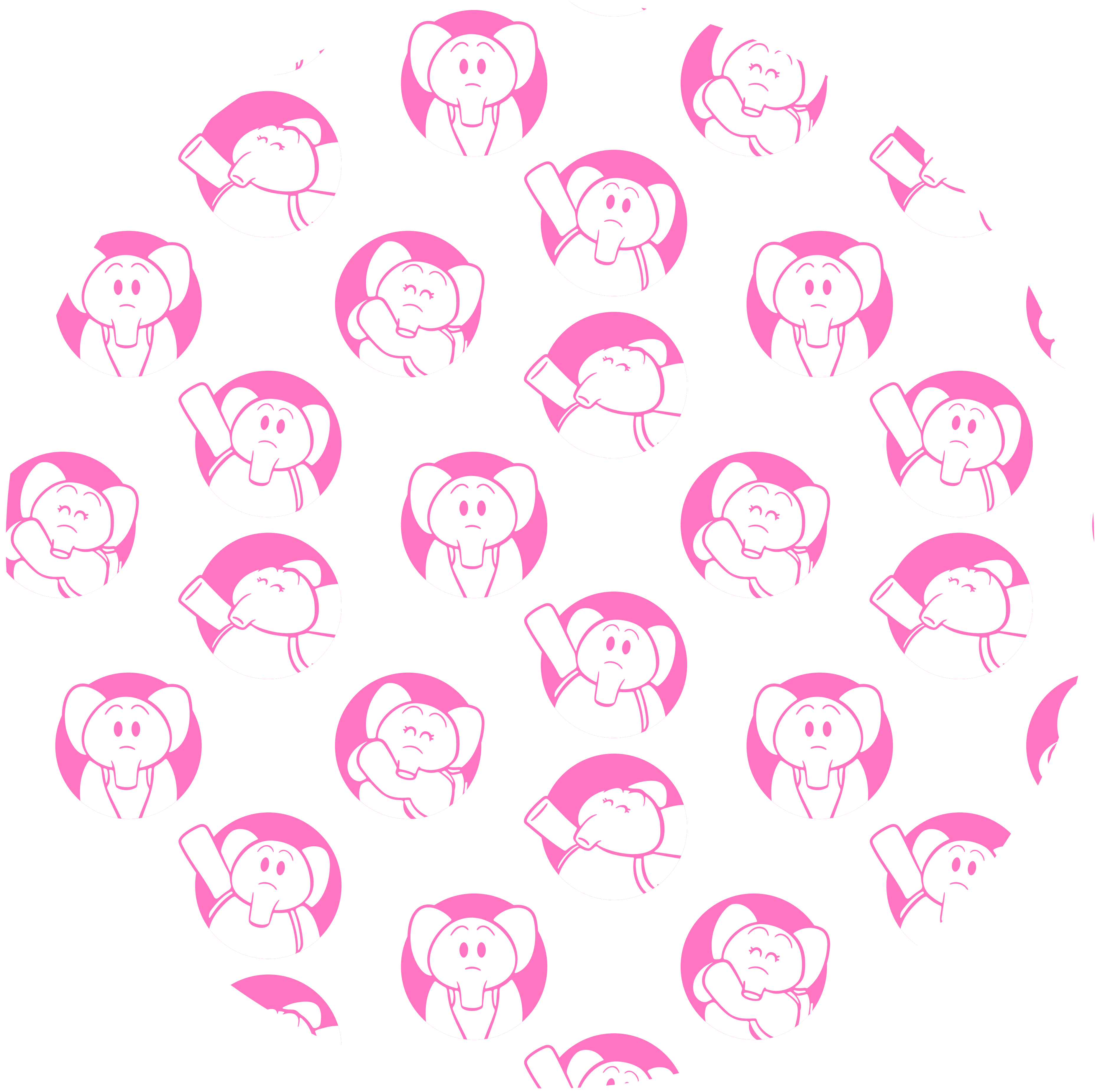
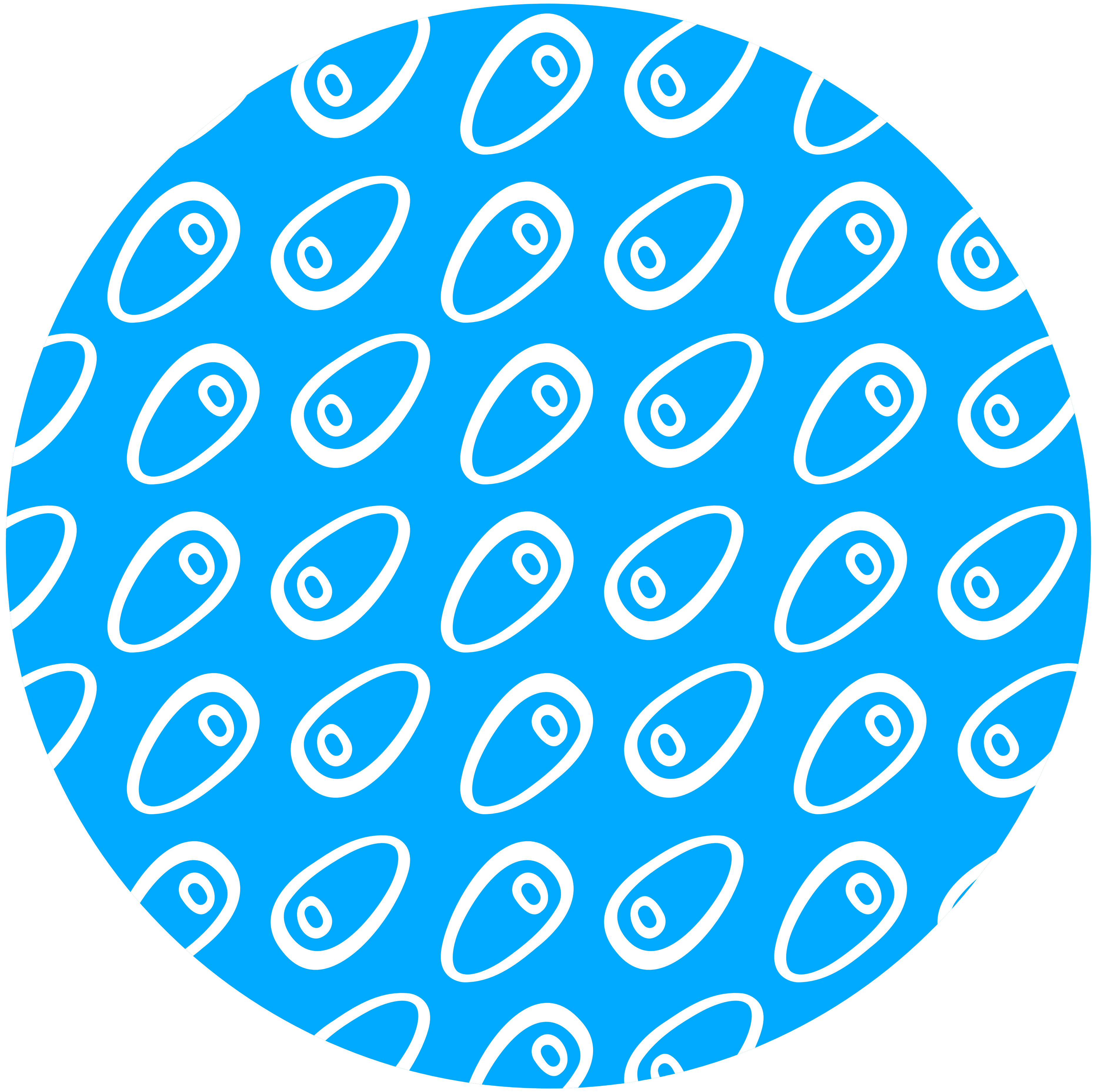


Patterns

PATTERNS_2D_0015



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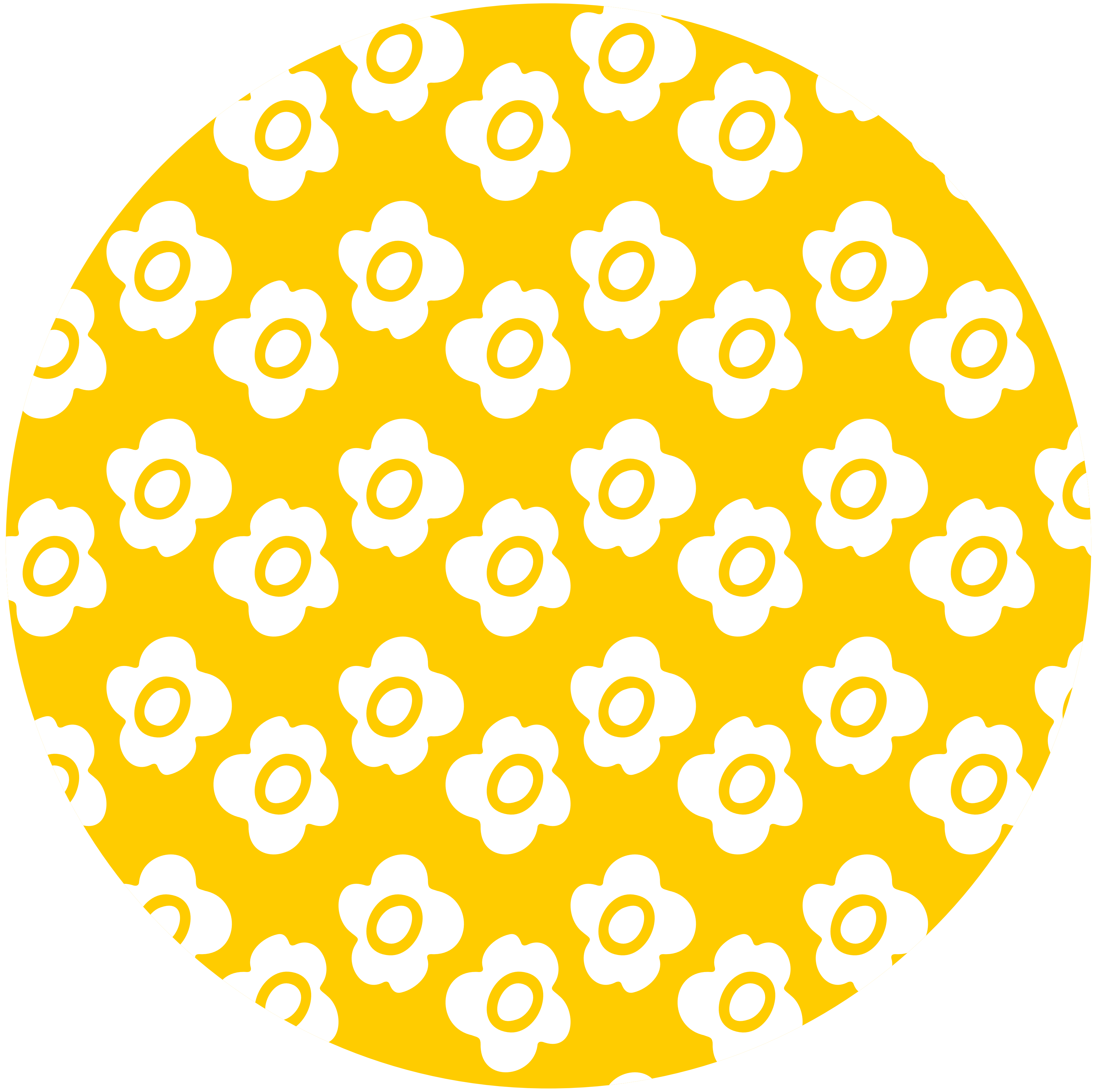

Patterns

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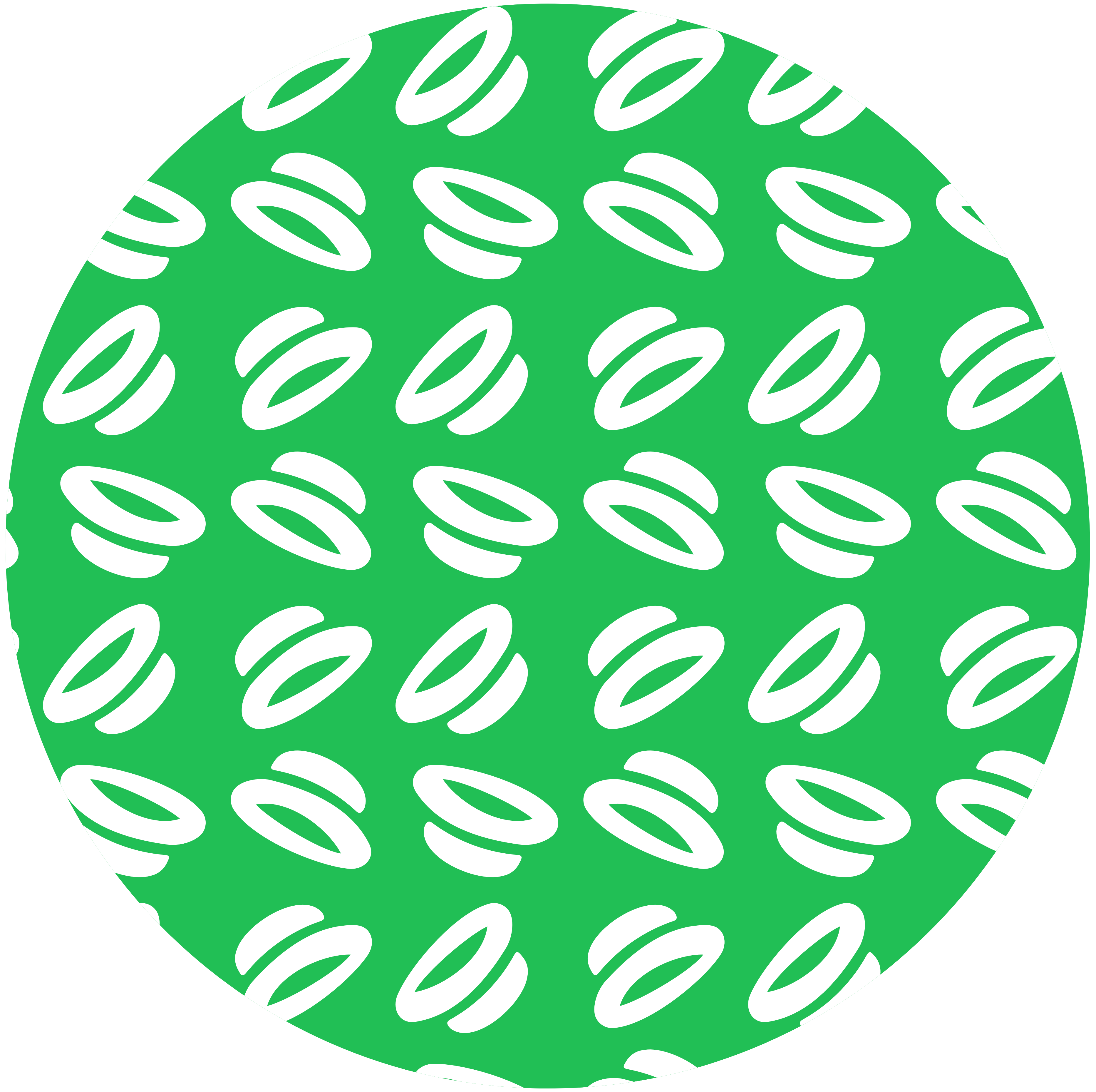

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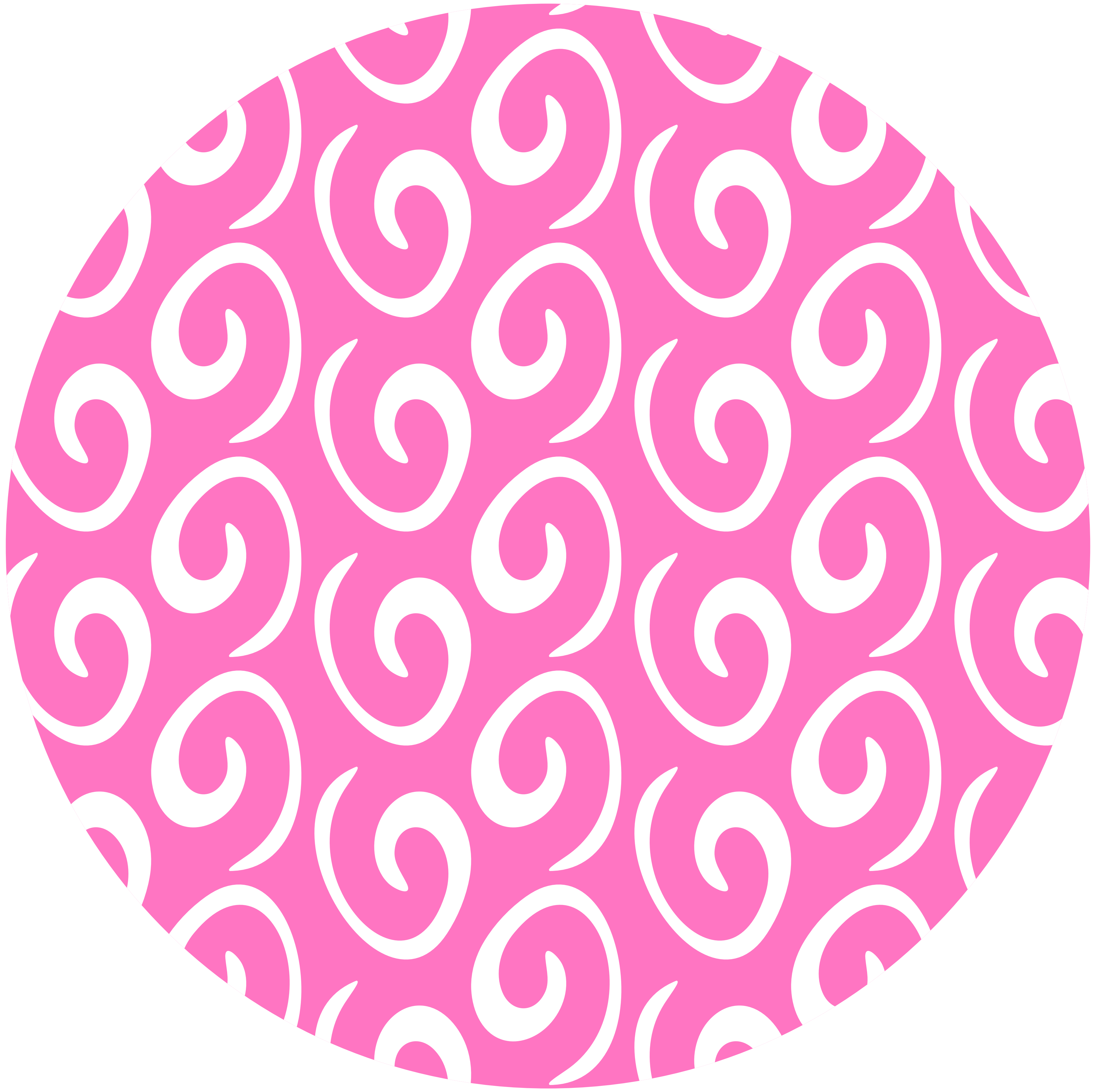

Patterns

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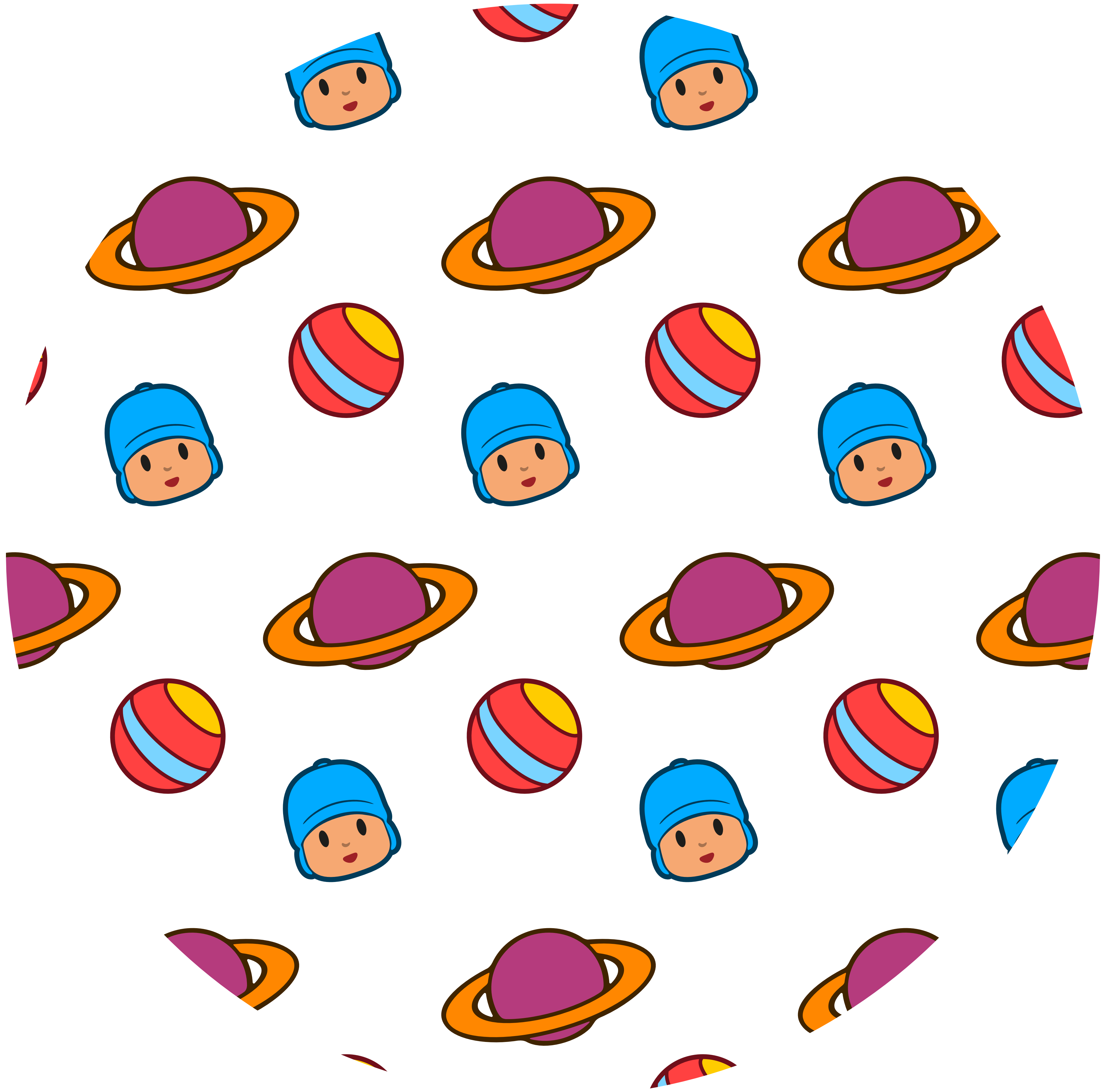

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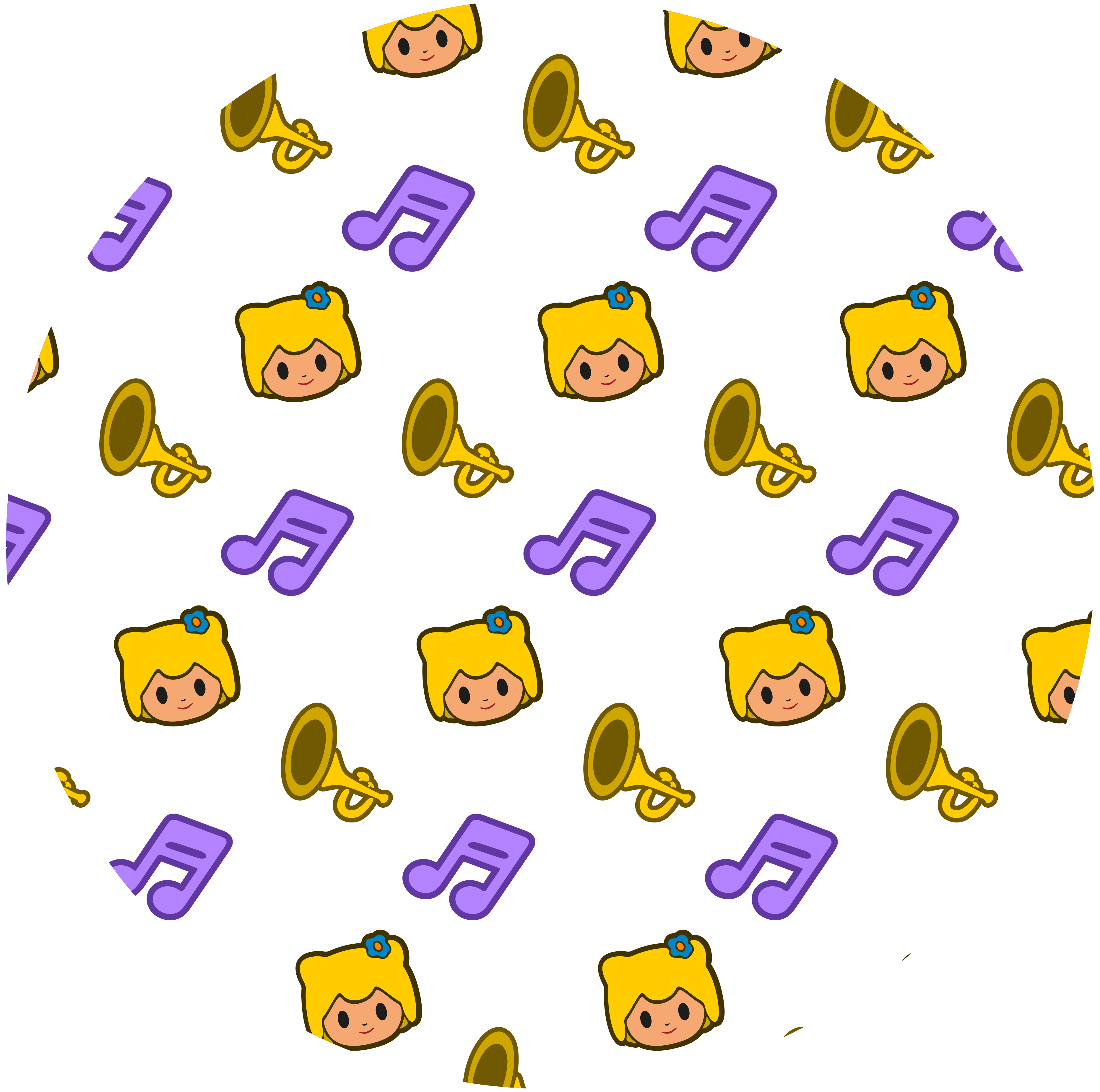
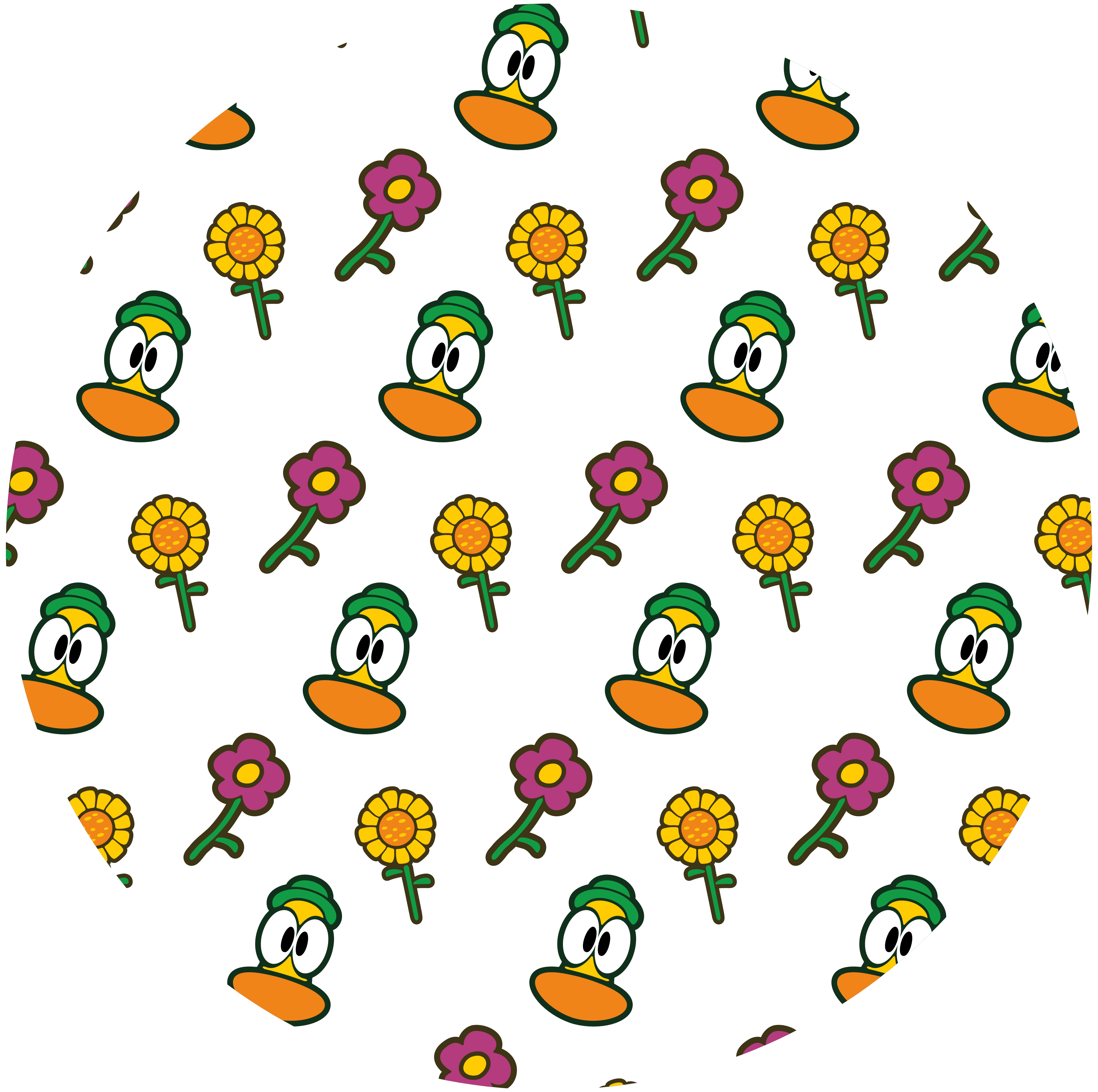


Patterns

PATTERNS_2D_0021



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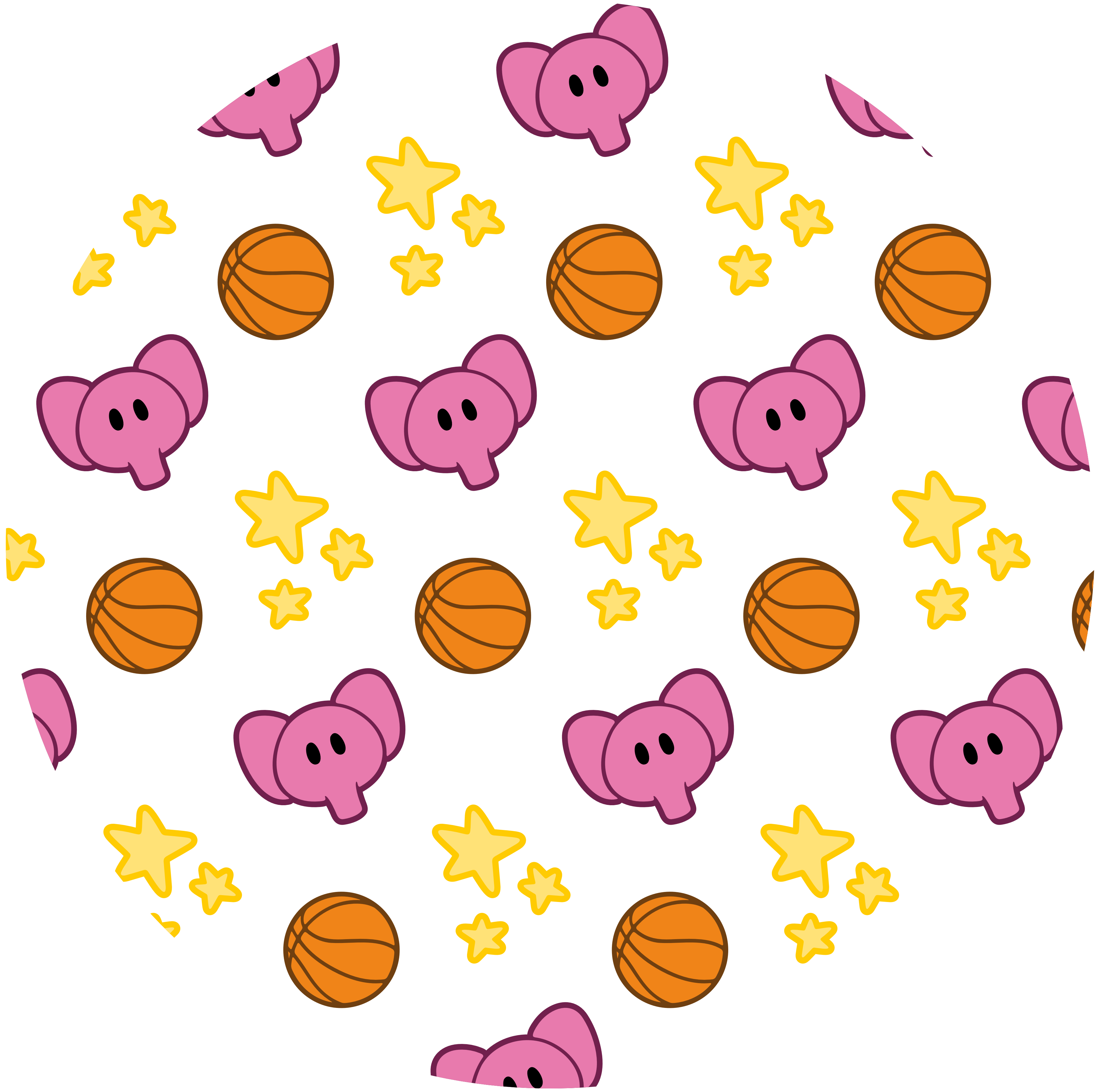

Patterns

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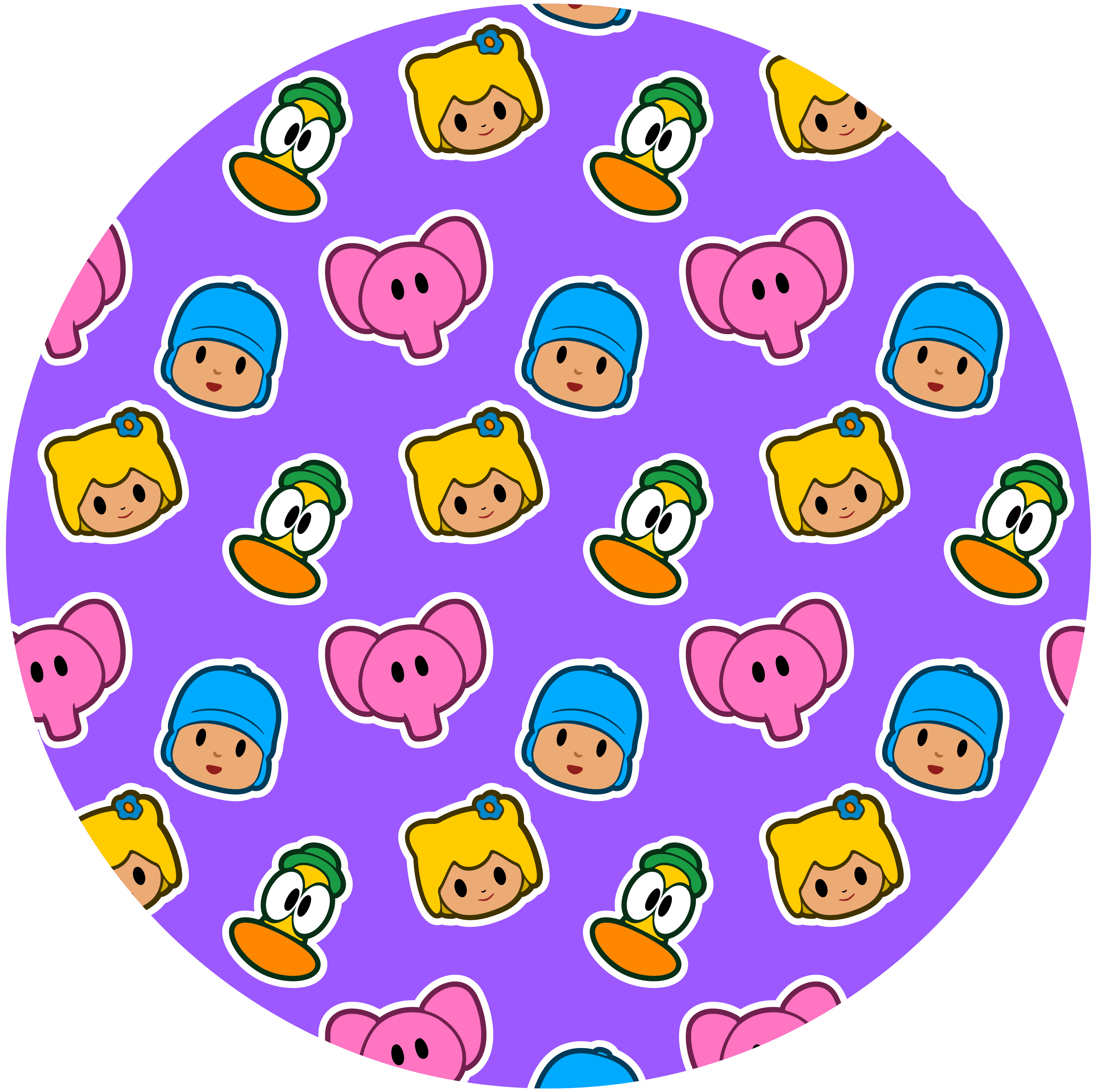

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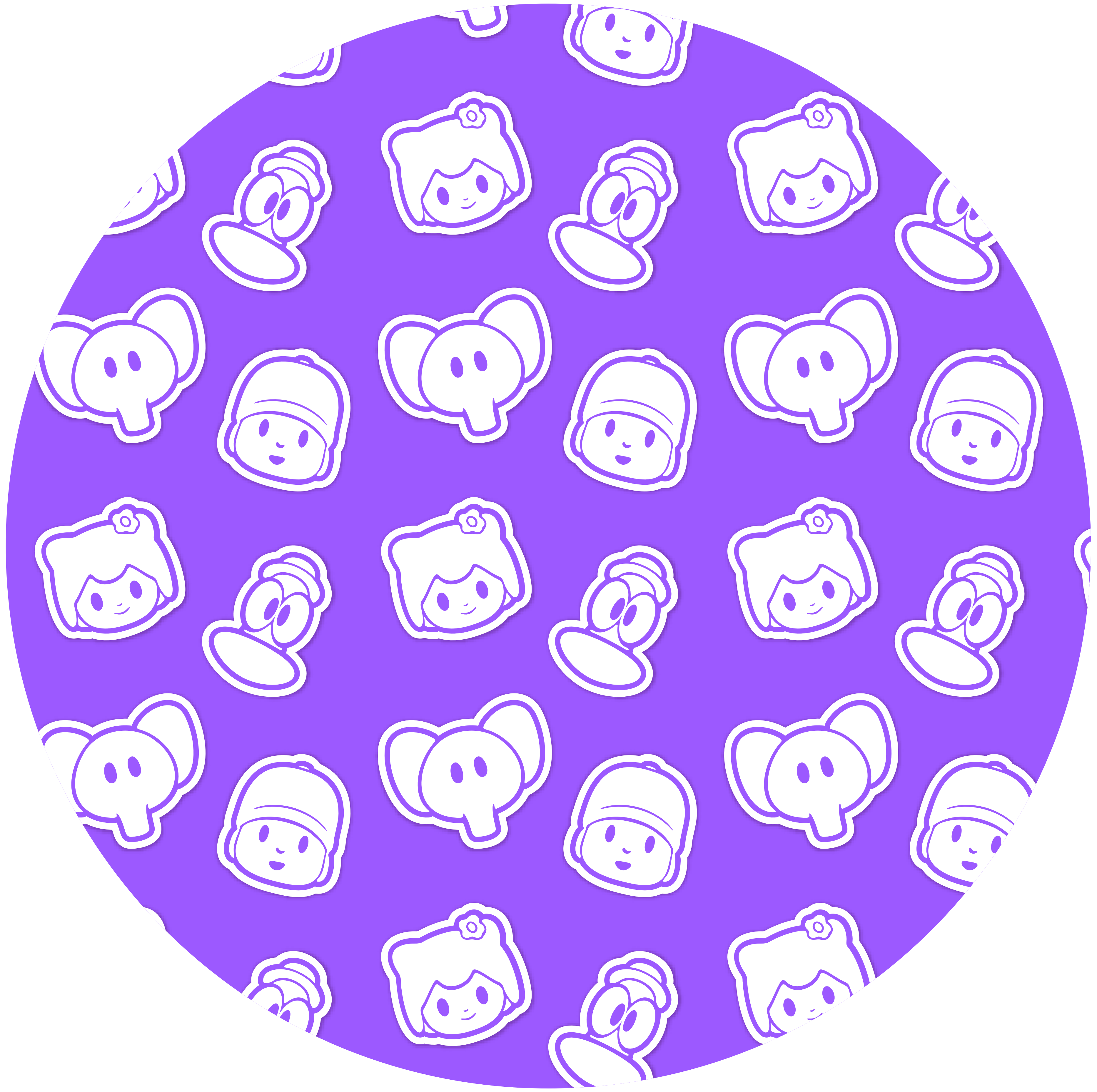

Patterns

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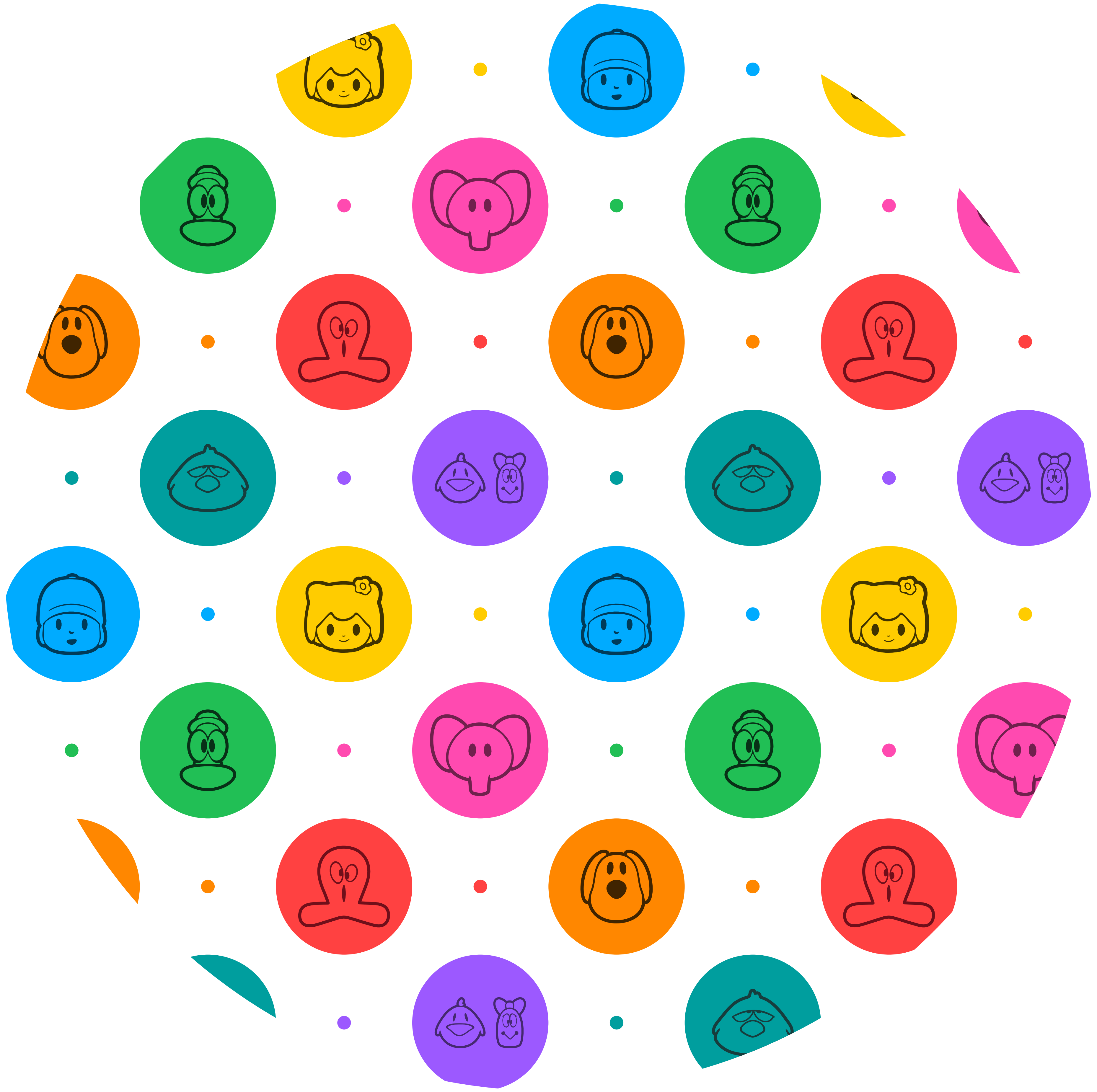

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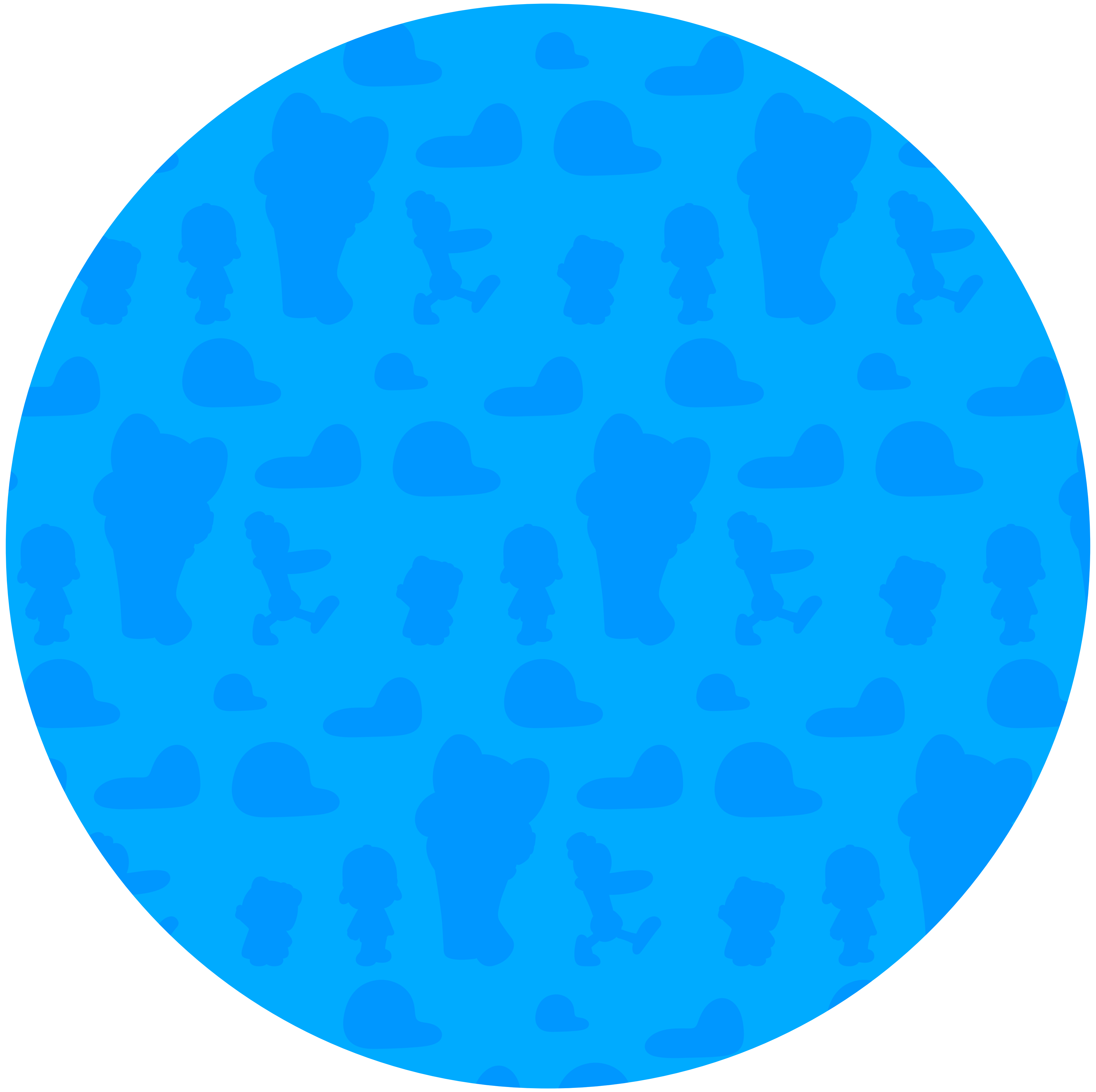

Patterns

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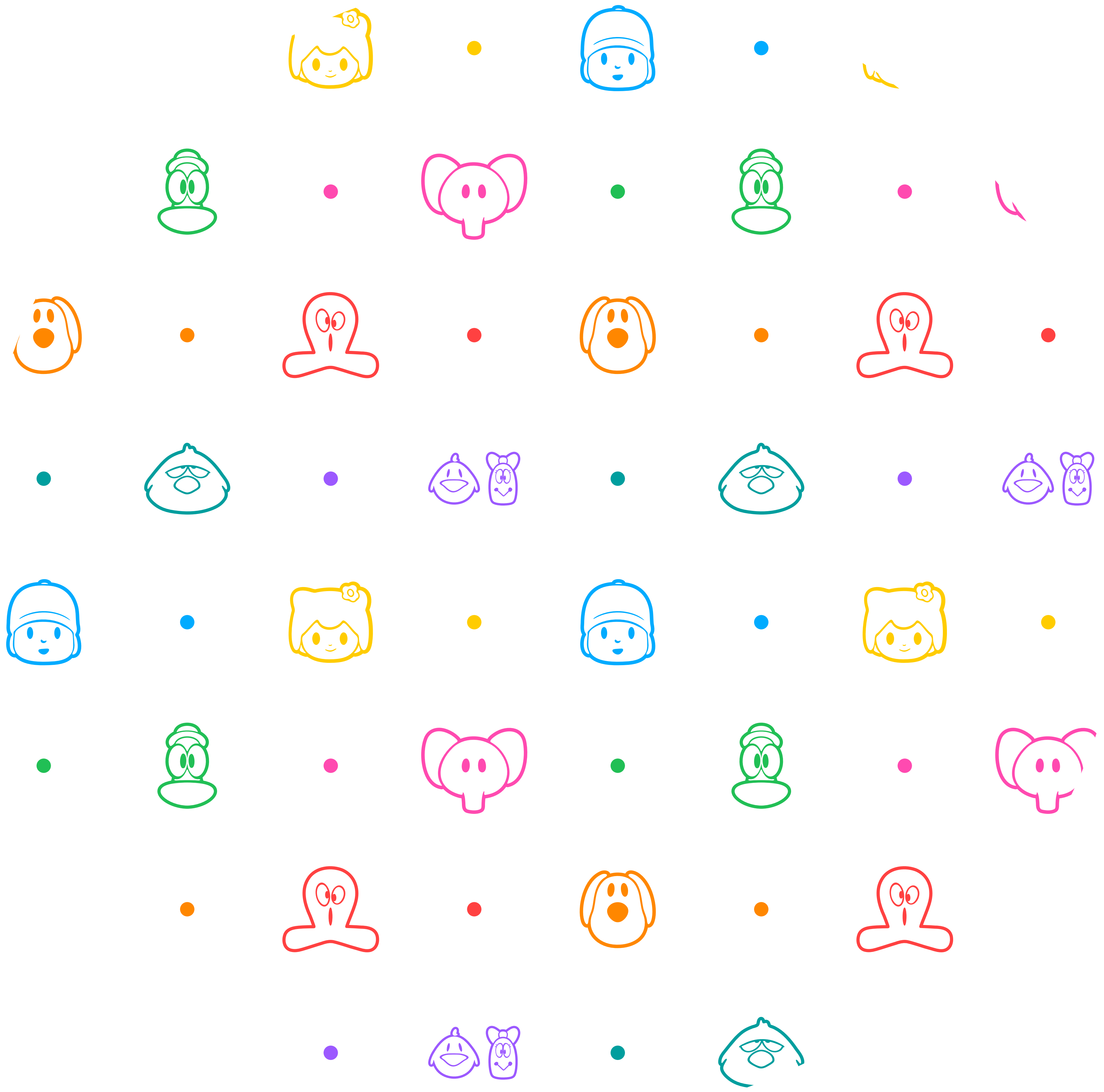

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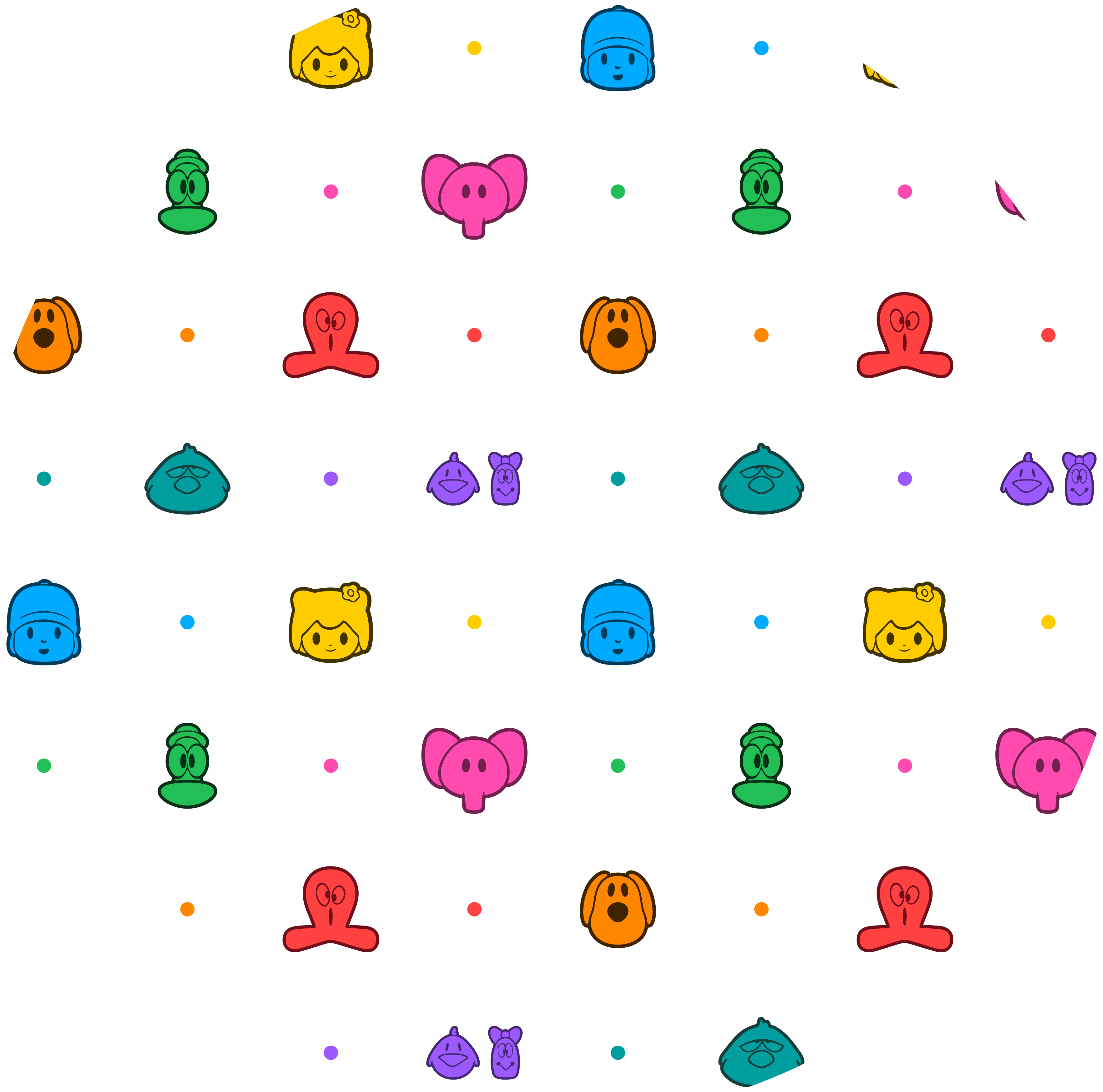

Patterns

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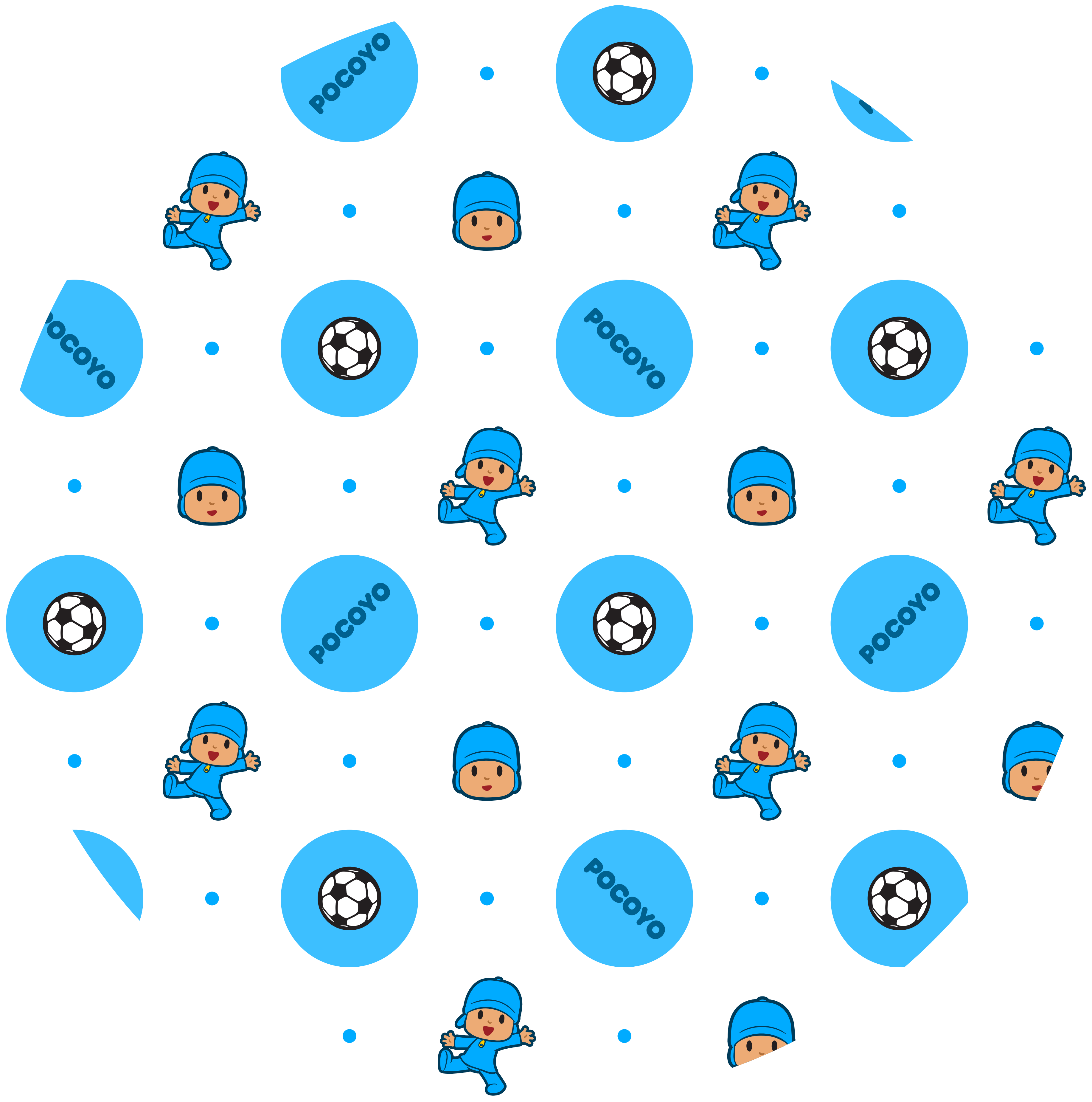

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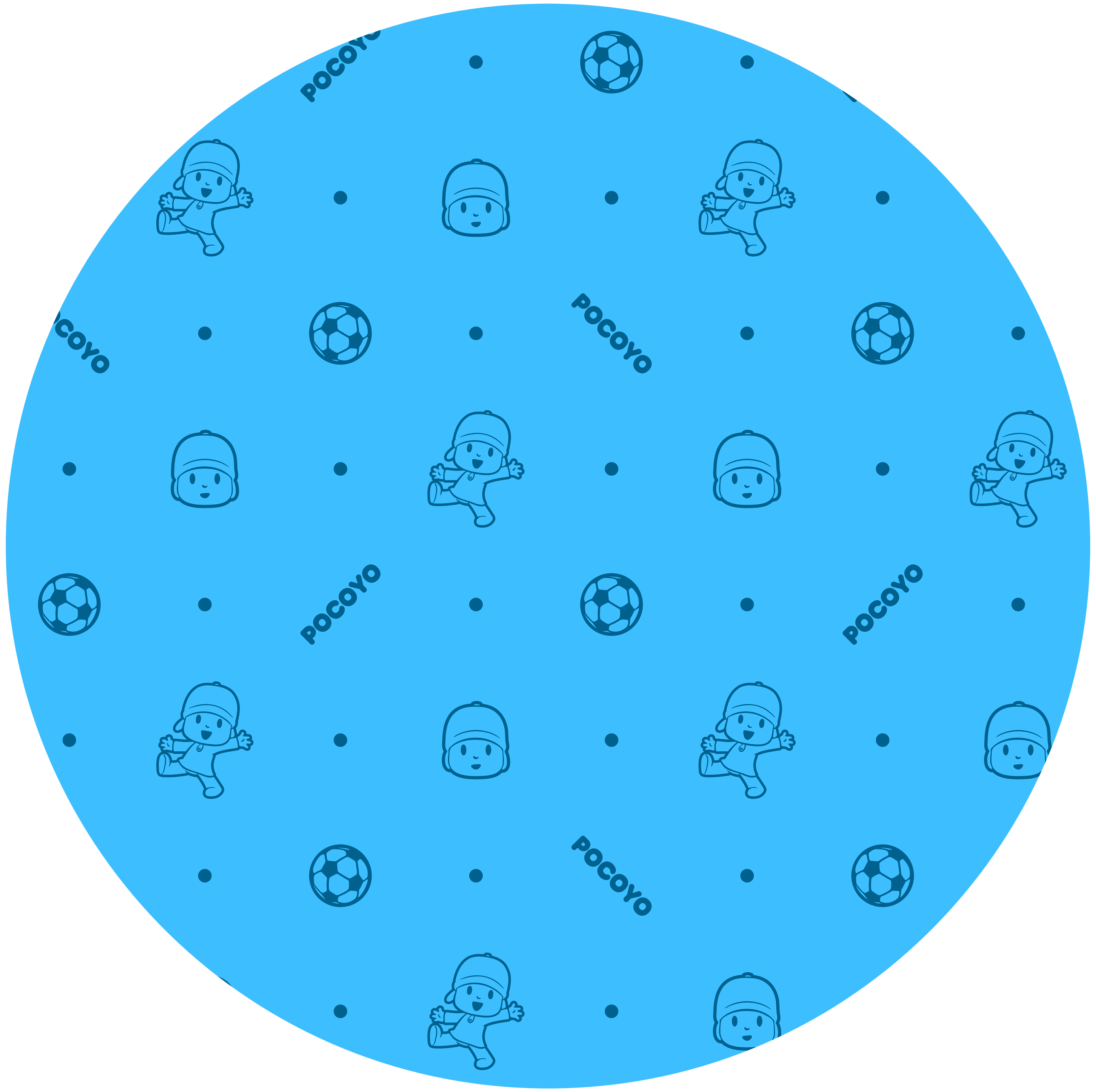

Patterns

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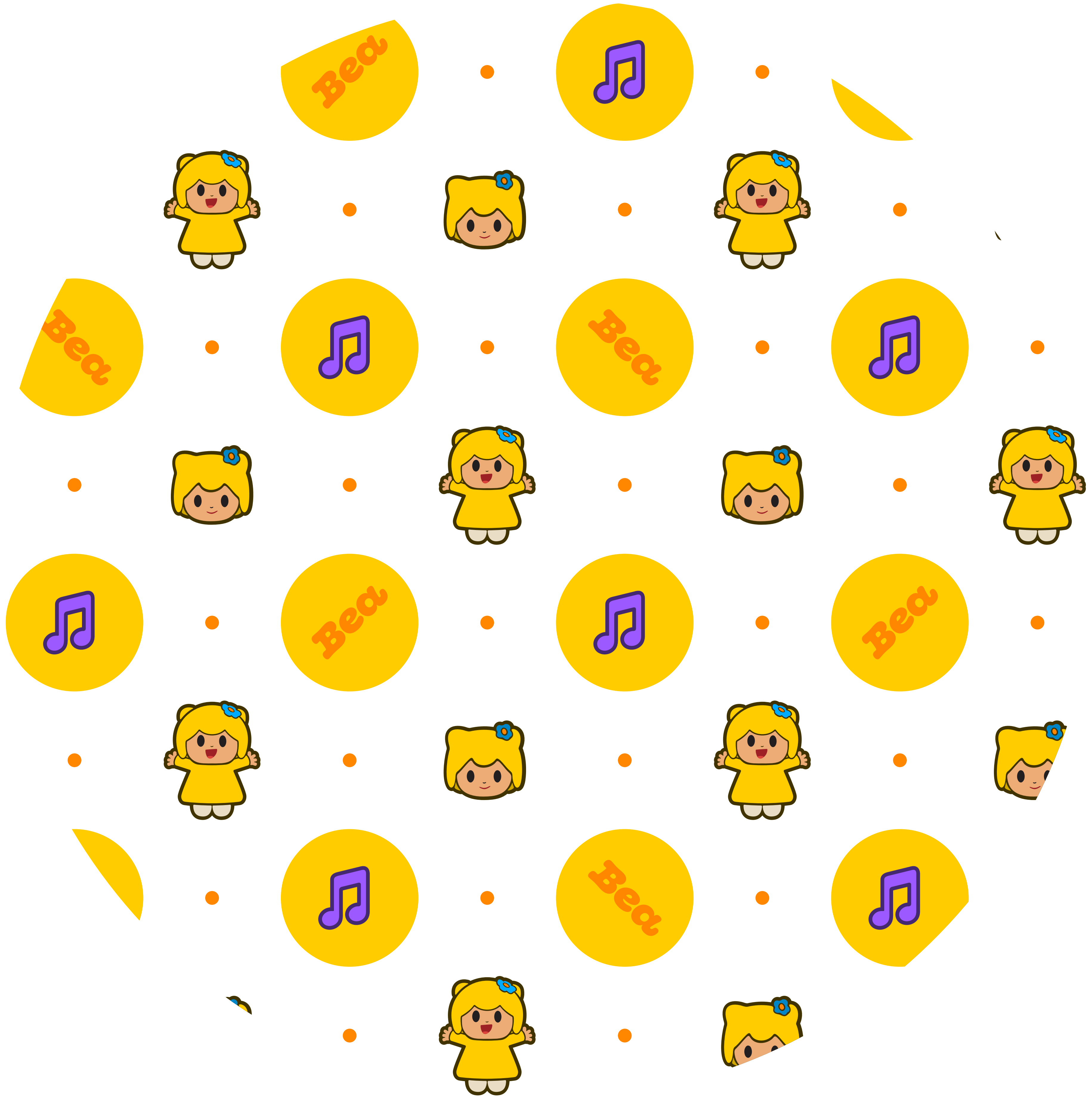
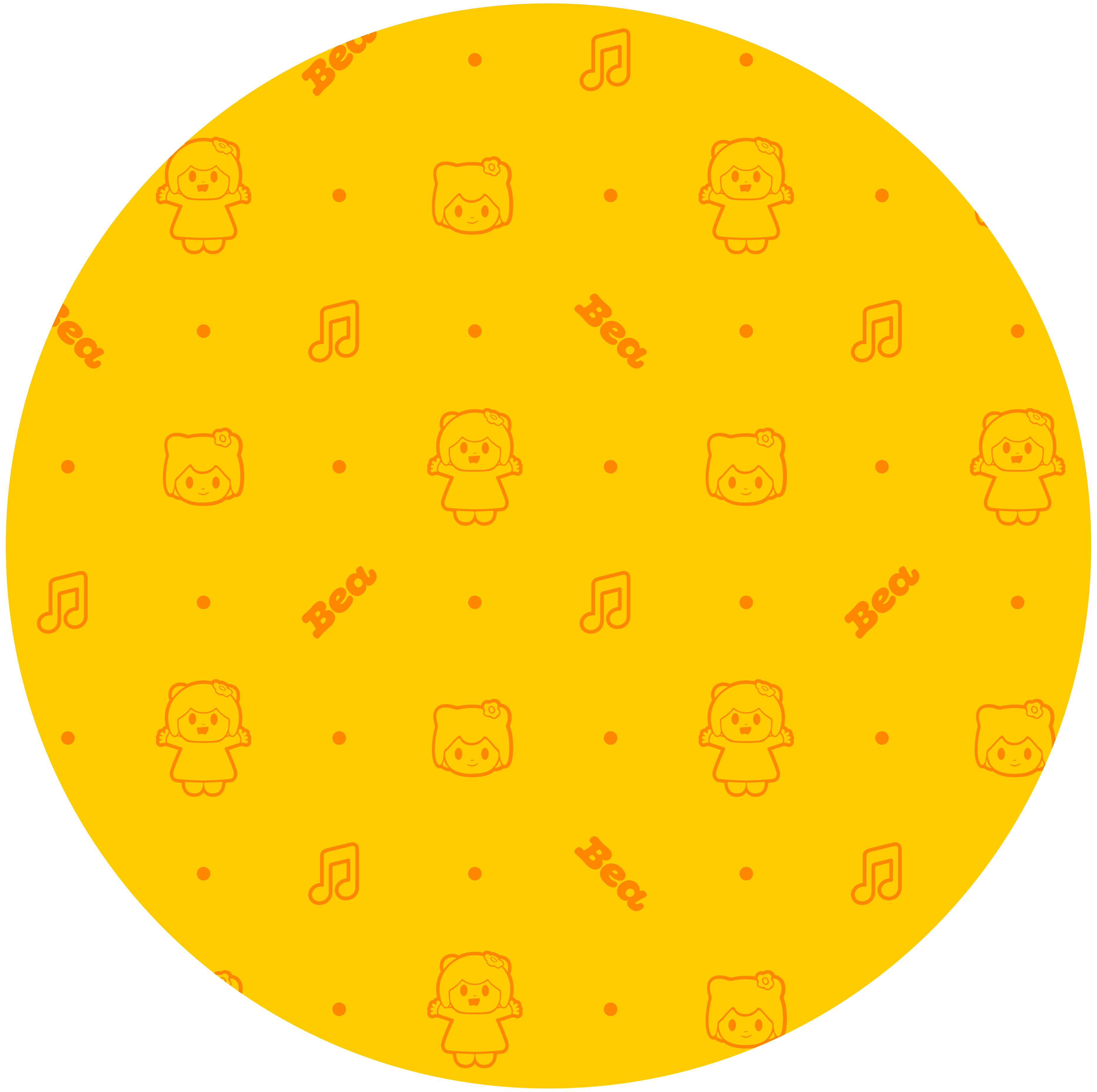
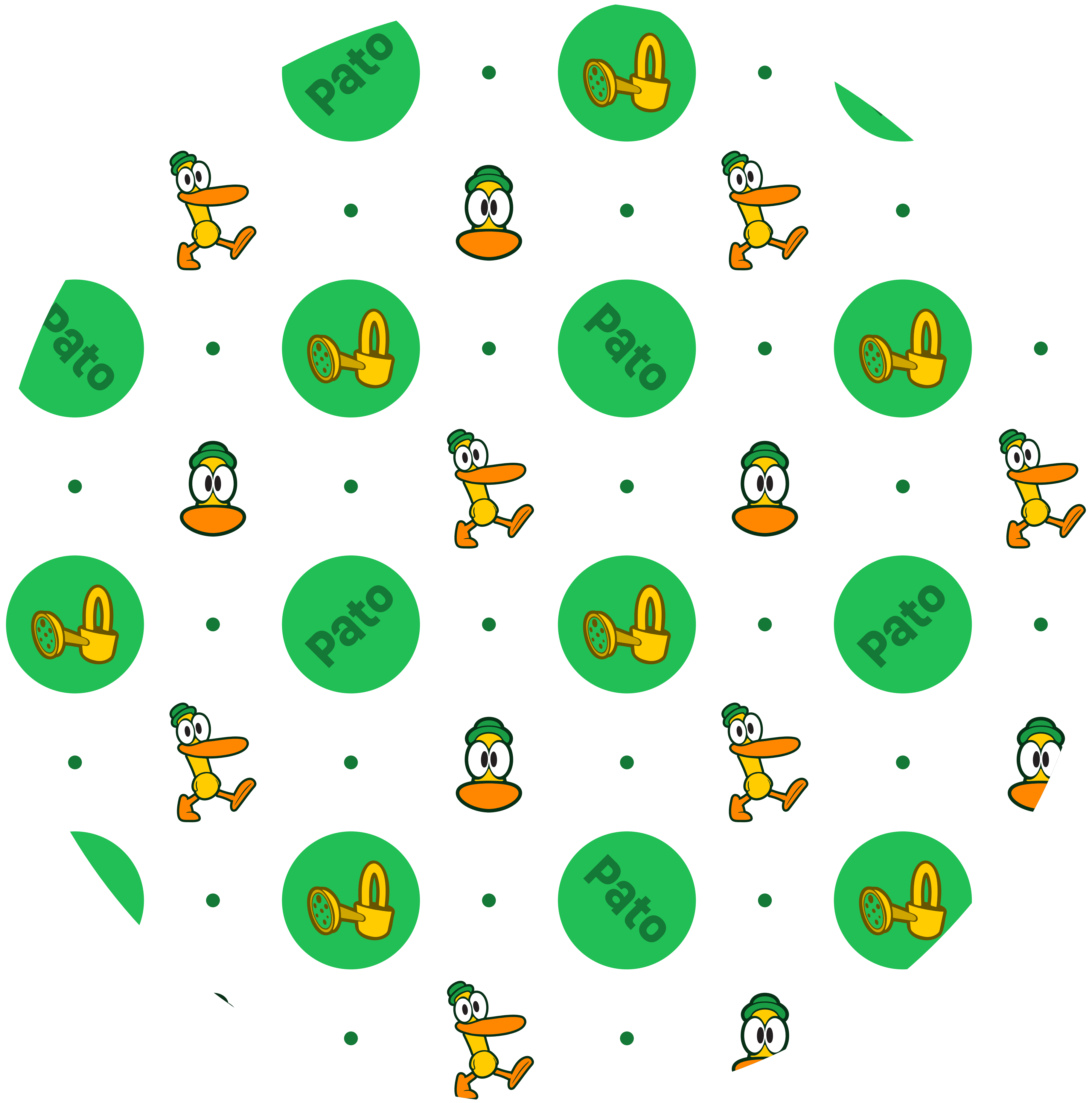

Bea
Bea
Bea
Bea
Bea
Bea

PATTERNS_2D_0032


Bea
Bea
Bea
Bea
Bea
Bea

Patterns

PATTERNS_2D_0033



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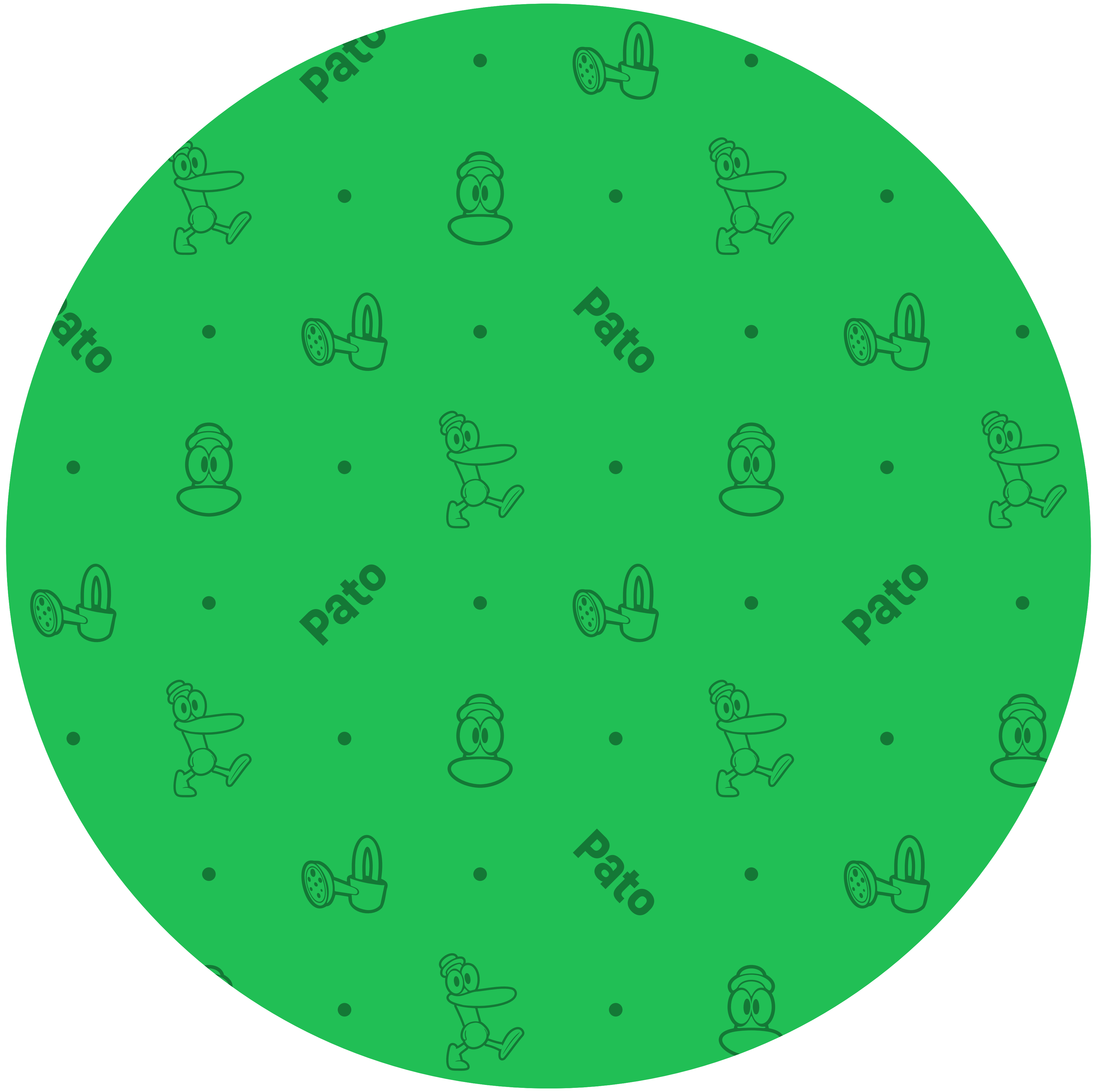
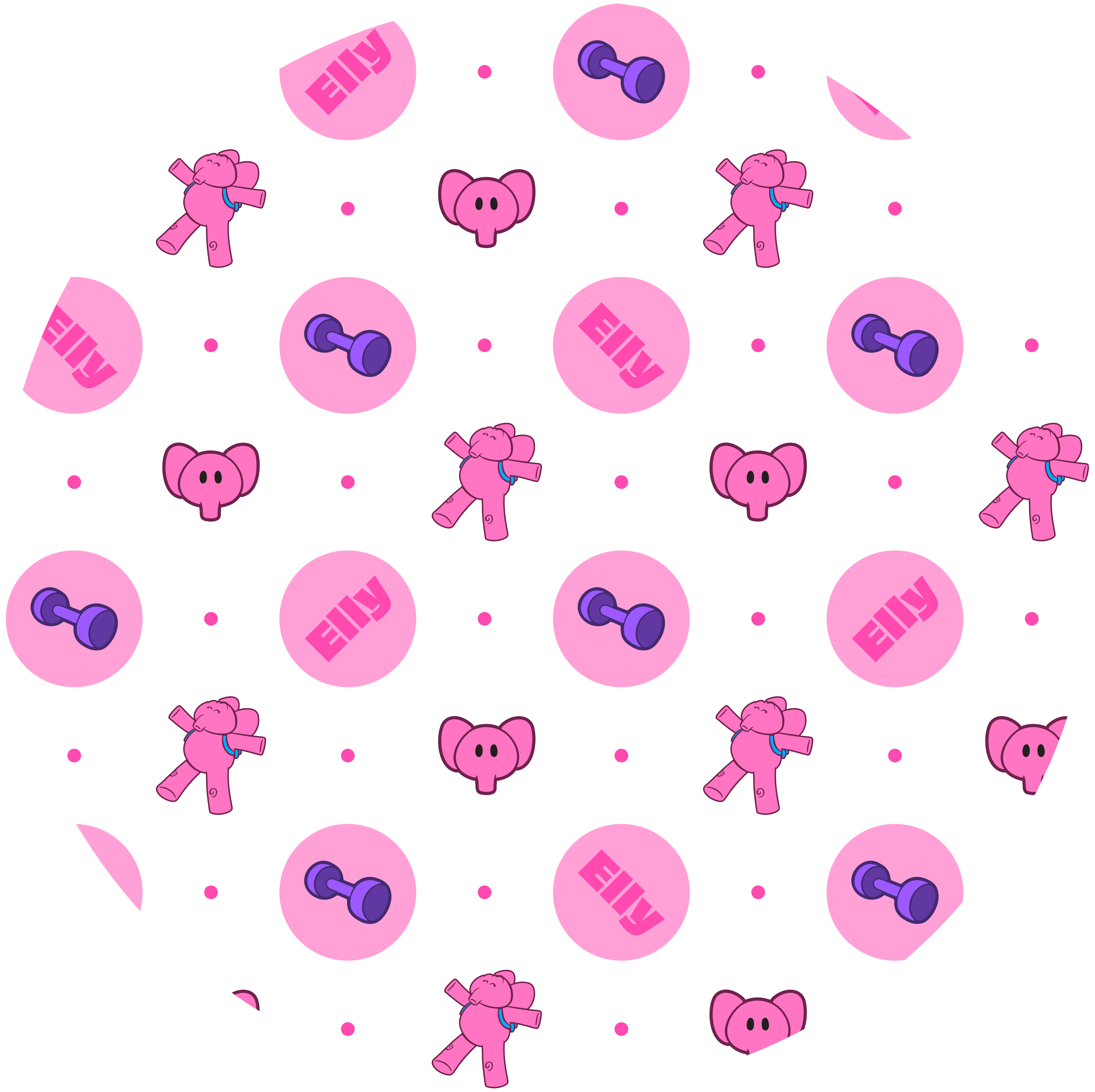
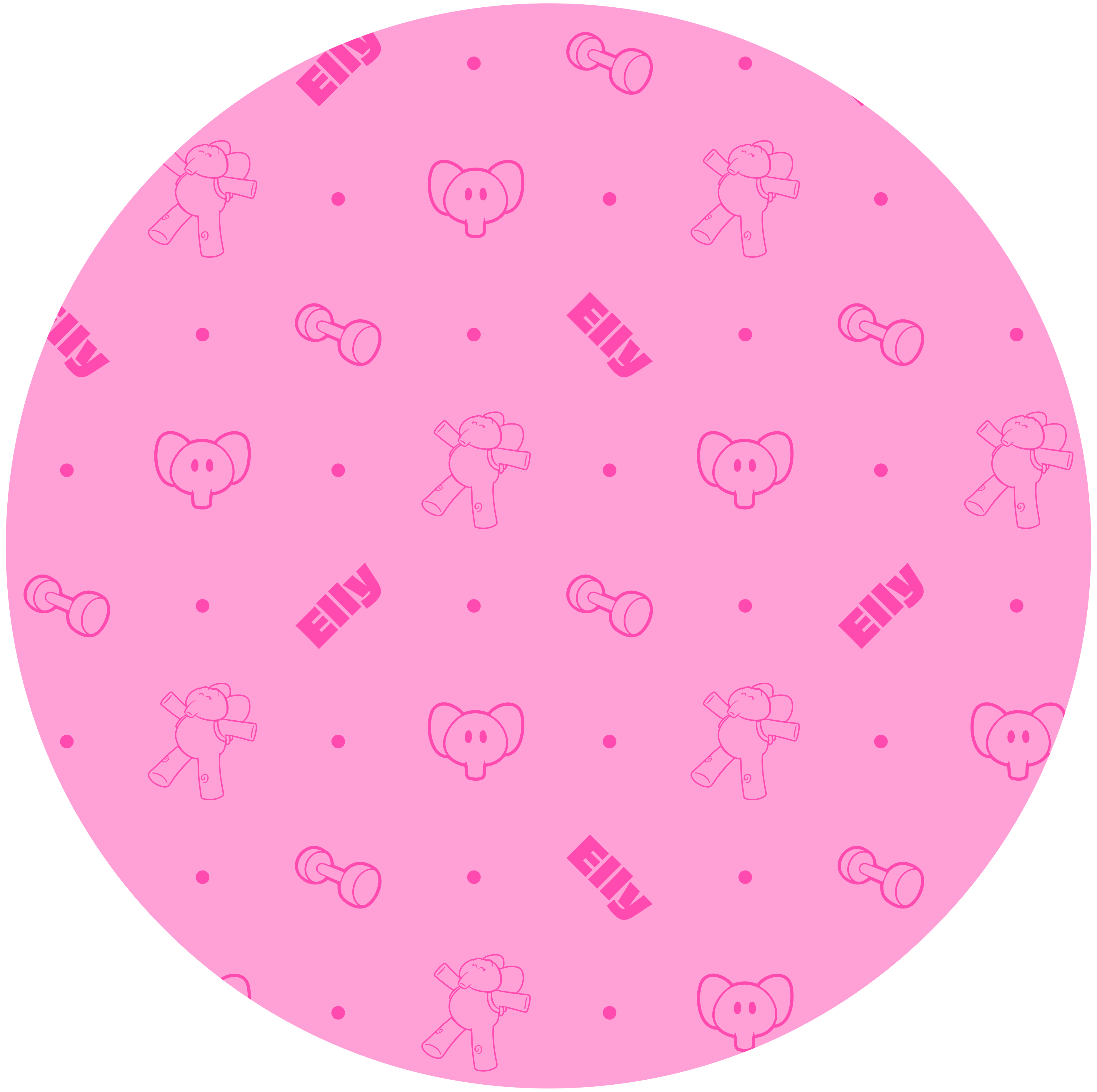


Patterns

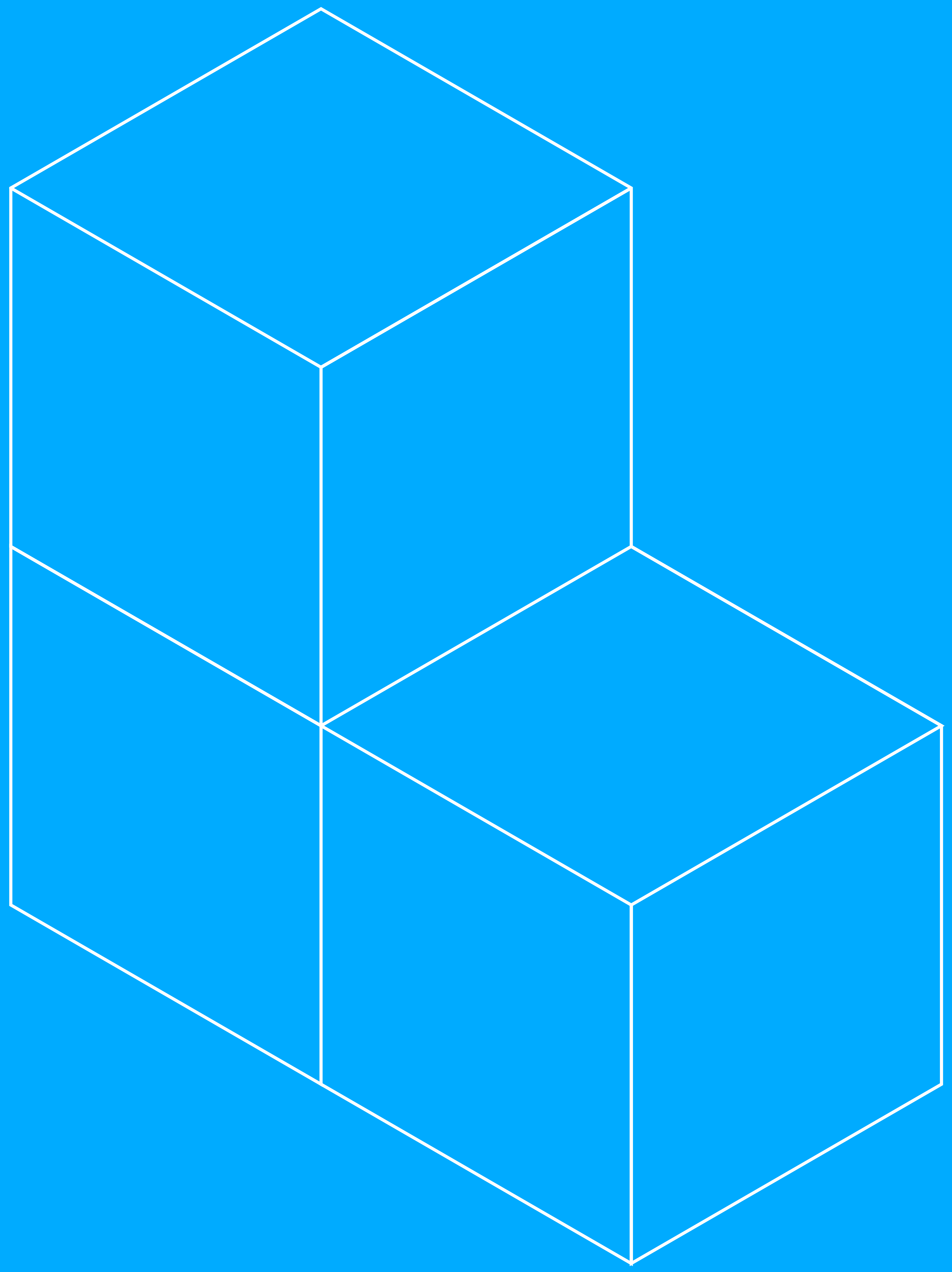
PATTERNS_2D_0035


Elly
Elly
Elly
Elly
Elly
Elly

PATTERNS_2D_0036


Elly
Elly
Elly
Elly
Elly
Elly

Packaging



The design and production of containers or wrappers for products, ensuring protection, brand communication, and consumer engagement.

POCOYO PACKAGING GUIDELINES

Intro

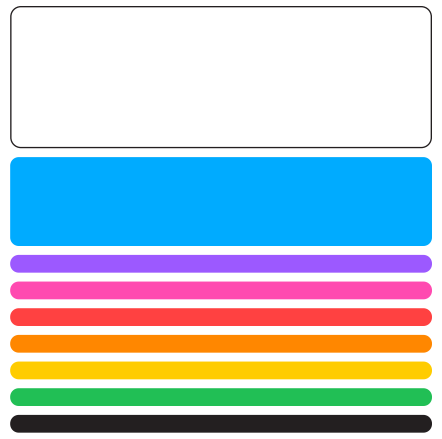
The physical embodiment of our brand, translating Pocoyo's visual and emotional identity into tangible experiences. It balances functionality with playful design, ensuring that every interaction with our packaging reflects the joy, simplicity, and quality of the brand.

The goal of all packaging and products is to reflect and convey the Pocoyo brand. The following series of packaging elements and explanations have been adhered to to help achieve this goal.

POCOYO

POCOYO'S LOGOTYPE

Please use the main version of the Pocoyo logo on all packaging. The logo should always be placed in a visible area.



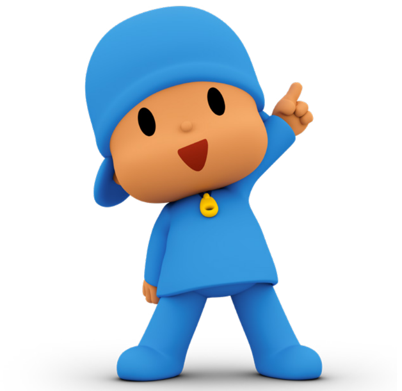
COLOUR

All Pocoyo packaging should be designed using white as the primary colour along side our main blue from the colour palette. Secondary colours can be used for indicators.

Pocoyo
Bea
Elly
Pato

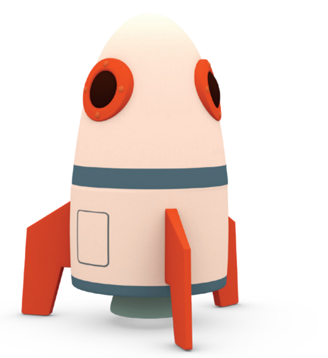
BACKGROUND

A character–related background can be used for character specific products. These colours would feature behind product only.



CHARACTER/S

All front of packaging must feature the Pocoyo pose above. The only exception is when product is specific to a character.



PRODUCT/PROP

A prop related to the character or the product can be used as a complementary image.

Product Name
Product Description

PRODUCT NAME

The product name and any complementary text should always be written using the main Pocoyo typeface. (See the Logo and Typography chapter in our Style Guide).

+3 YEARS

2×AA4 BATTERIES

INDICATORS

The design of the necessary indicators should include simple iconography and complementary text.

www.pocoyo.com

POCOYO WEBSITE

The Pocoyo website (www.pocoyo.com) must be placed on the back of all packaging within the legal panel.

YOUR LOGO

LICENSEE'S LOGO

The Licensee's logo should always be placed top right of pack. If for any reason this is not possible it can be placed where the designer deems suitable. But, it must always be placed at a reasonable distance from the main Pocoyo logo.

Animaj PICTURE THIS!

ANIMAJ'S LOGO

The production company's logo (Animaj) must be included at least once on the packaging. This should be included on the back of pack within the legal panel.

POCOYO PACKAGING GUIDELINES

Intro..Continued

Essential Simplicity and White Space
Design with a clean, minimalist approach using white as the primary colour. Ensure ample white space to highlight key elements and maintain a clutter–free appearance.

Consistent Brand Imagery
Feature Pocoyo and his friends prominently in all visuals, ensuring alignment with their style and maintaining consistency across all design elements, including fonts, colours, and imagery, to uphold Pocoyo's brand identity.

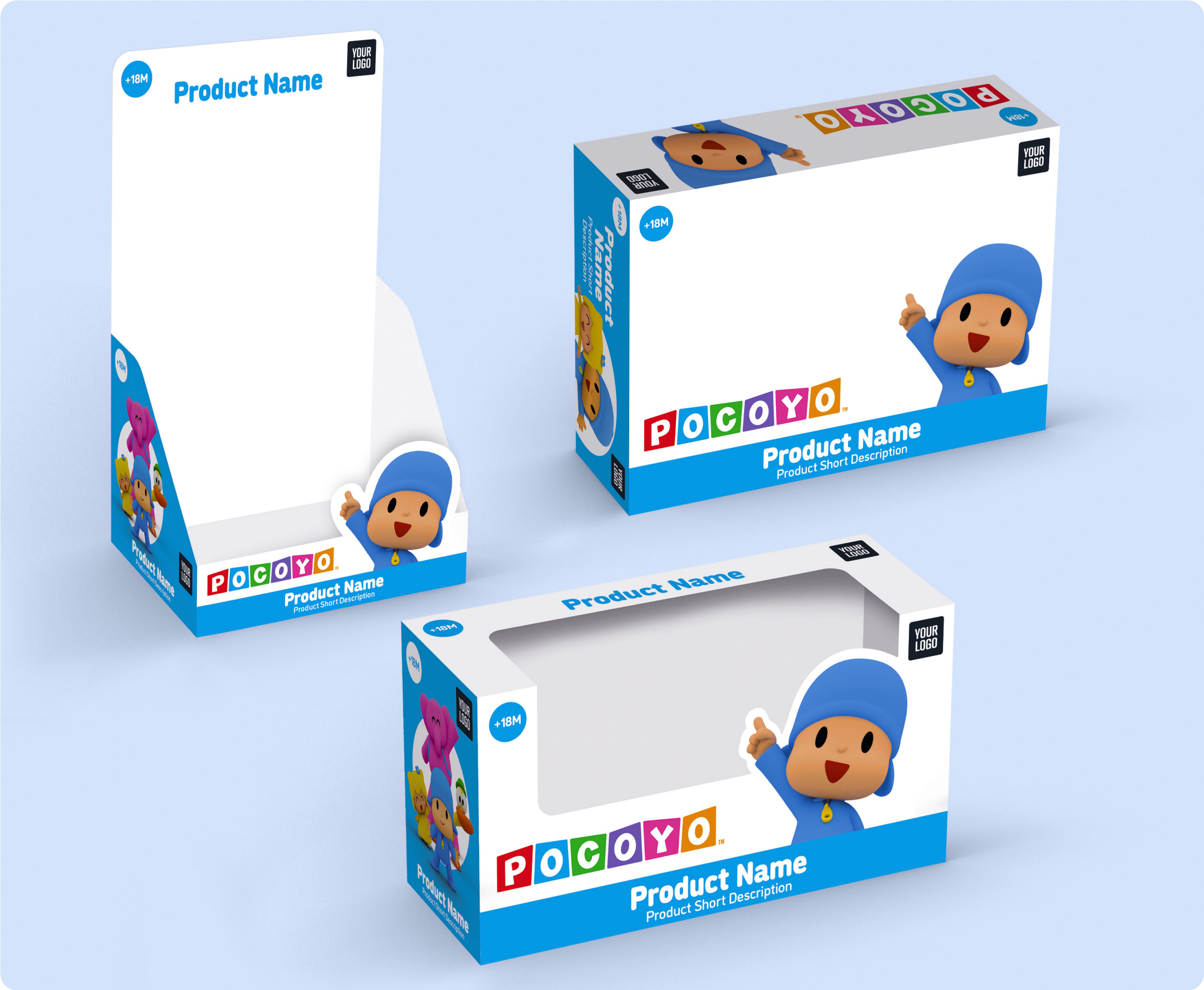
Typography and Simple Graphics
Use the fonts specified in the brand style guide, ensuring clarity and simplicity. Pair with simple geometric shapes that align with Pocoyo's playful personality and avoid clutter.

Emotional Connection
Design to evoke joy, curiosity, and a positive spirit, resonating with children and families.

Usability and Functionality
Ensure the packaging is functional, safe, easy to open, and child–friendly.

Sustainability
Prioritize the use of eco–friendly and recyclable materials.

Adaptability
Maintain brand consistency while being flexible enough to adapt to different product types.

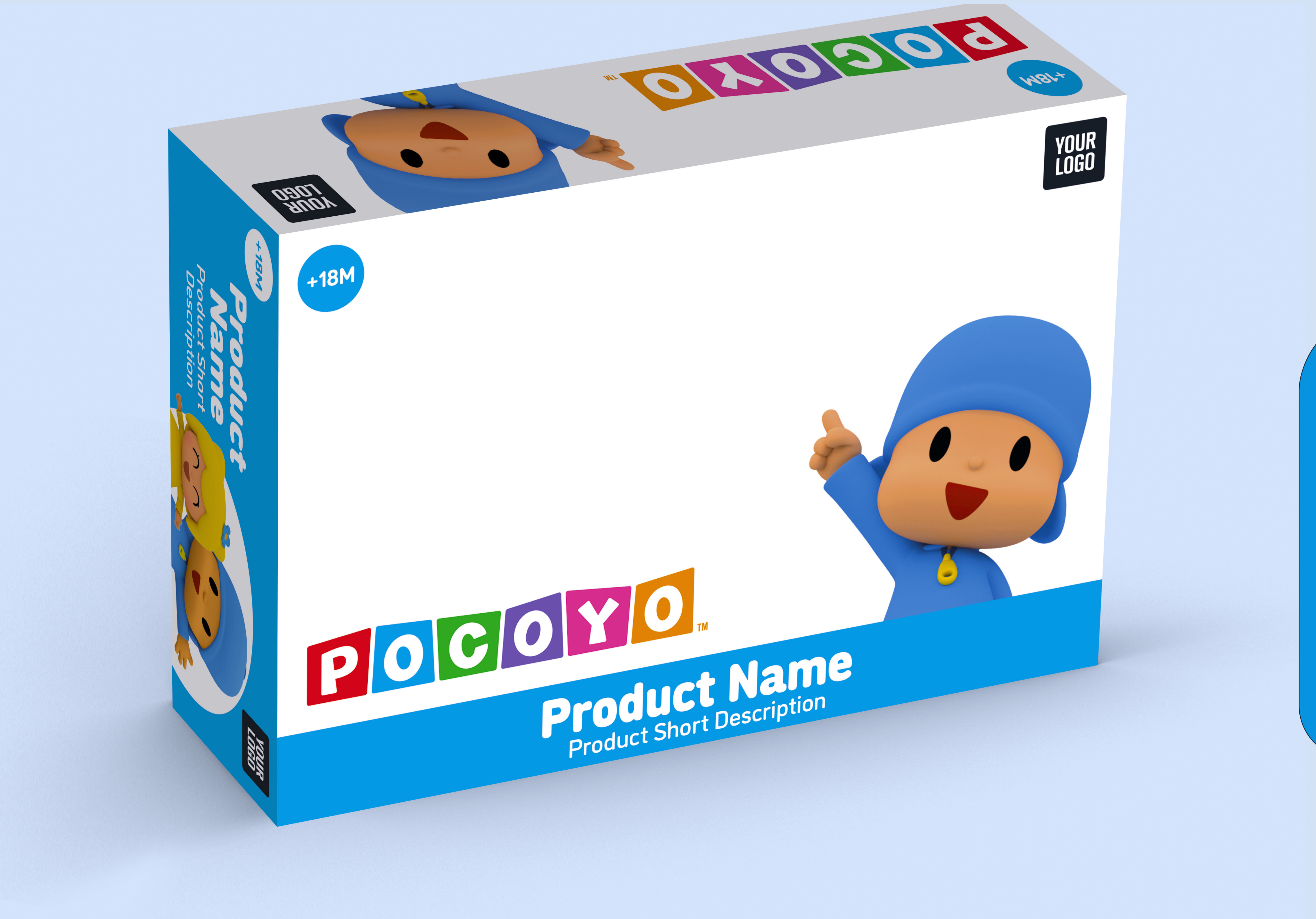


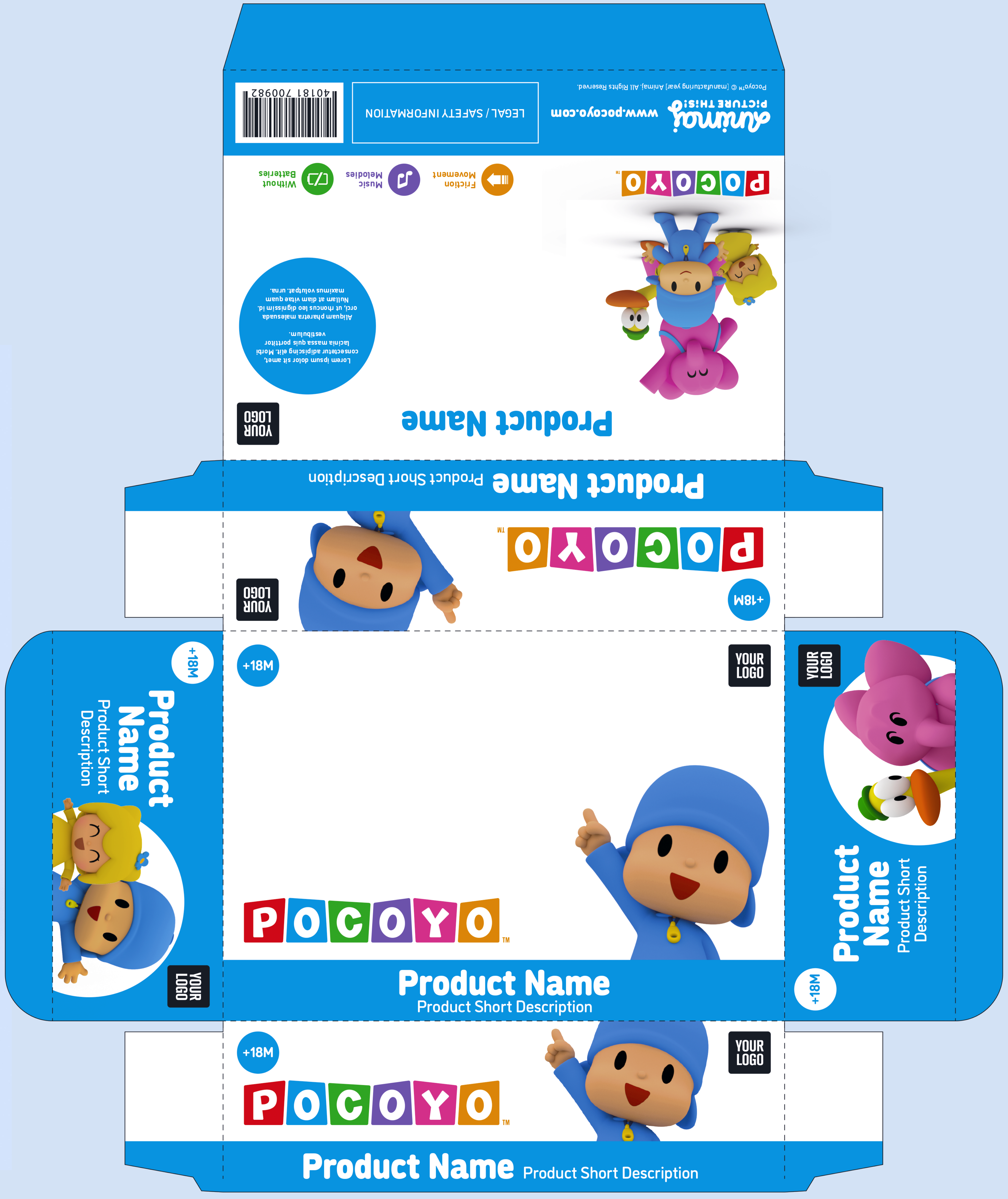
POCOYO PACKAGING GUIDELINES

Example formats - Closed Box

Here are packaging examples designed to represent the core values of the Pocoyo brand, highlighting simplicity, playfulness, and emotional connection. Each design strategically uses blank space and the colour white, reflecting our commitment to clarity, focus, and a minimalist philosophy in all brand communications.

The files provided in the guide are supplied as layered illustrator files, please use these as a starting point to create your own packaging.


+18M
YOUR LOGO
POCOYO
Product Name
Product Short Description


www.pocoyo.com
LEGAL / SAFETY INFORMATION
Friction Movement
Music Melodies
Without Batteries
POCOYO
Product Name
Product Short Description
+18M
YOUR LOGO

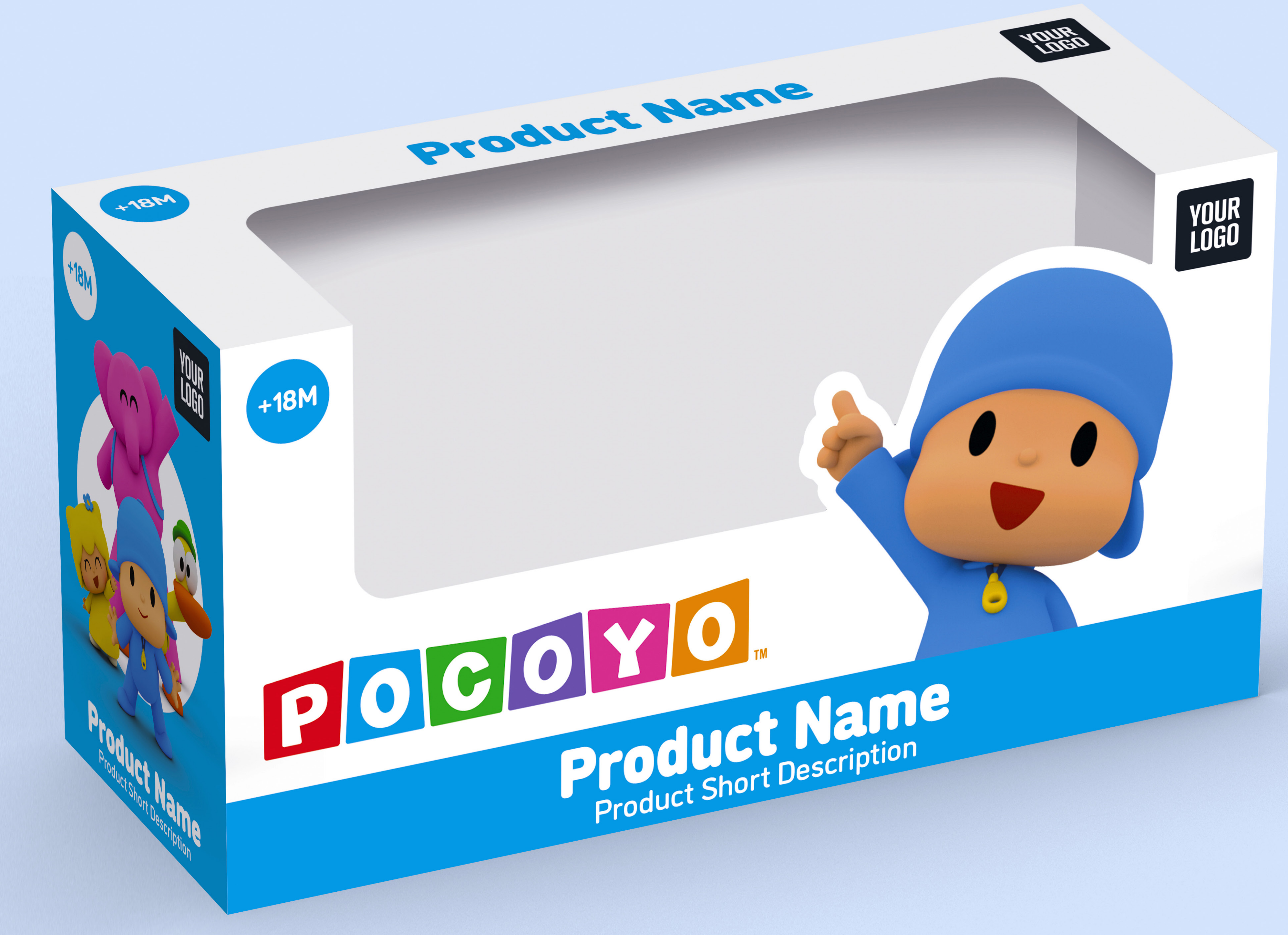
PCY_PACKAGING_CLOSED BOX

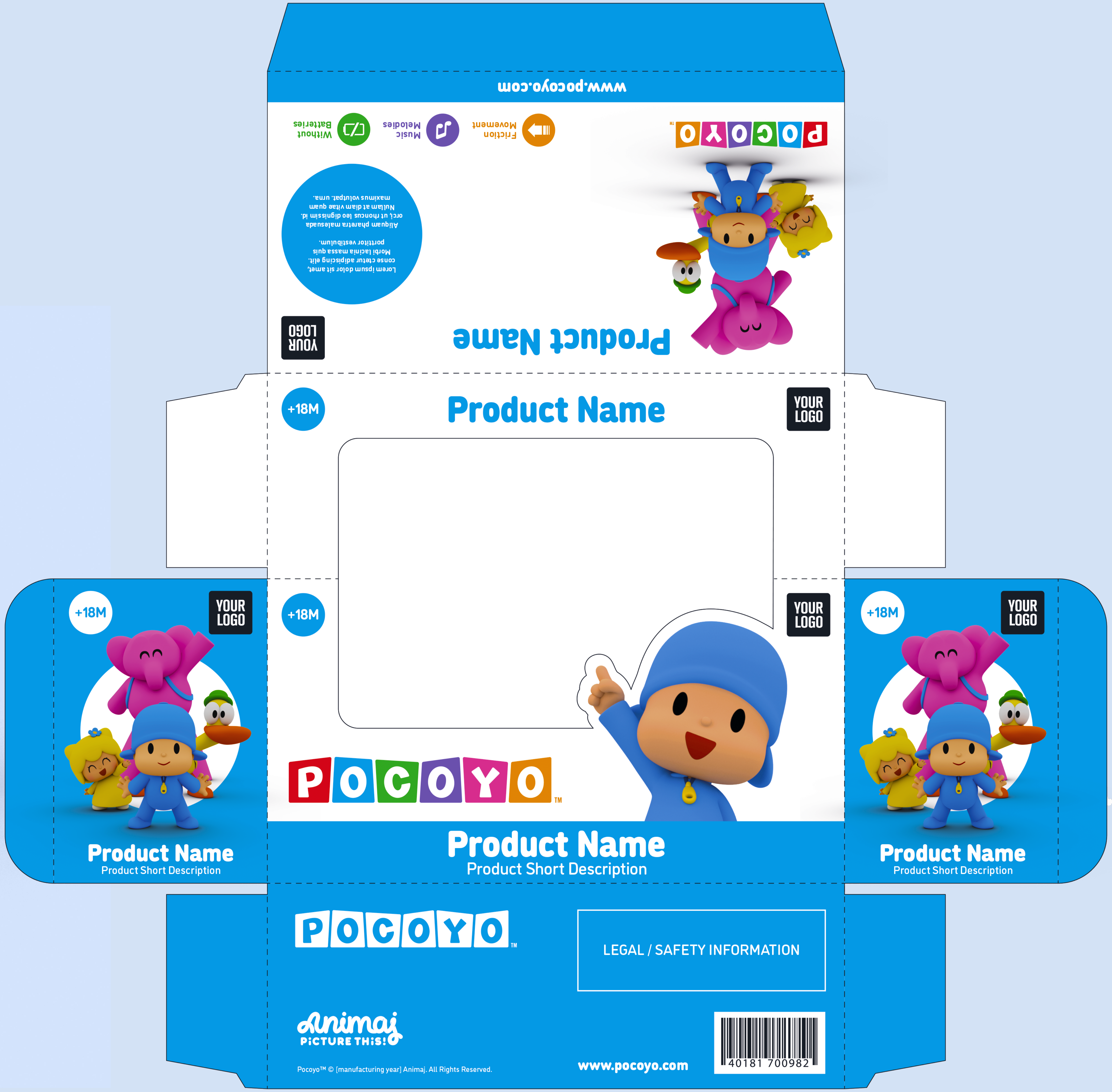
POCOYO PACKAGING GUIDELINES

Example formats - Open Box

Here are packaging examples designed to represent the core values of the Pocoyo brand, highlighting simplicity, playfulness, and emotional connection. Each design strategically uses blank space and the colour white, reflecting our commitment to clarity, focus, and a minimalist philosophy in all brand communications.

The files provided in the guide are supplied as layered illustrator files, please use these as a starting point to create your own packaging.


Product Name
YOUR LOGO
+18M
POCOYO
Product Name
Product Short Description

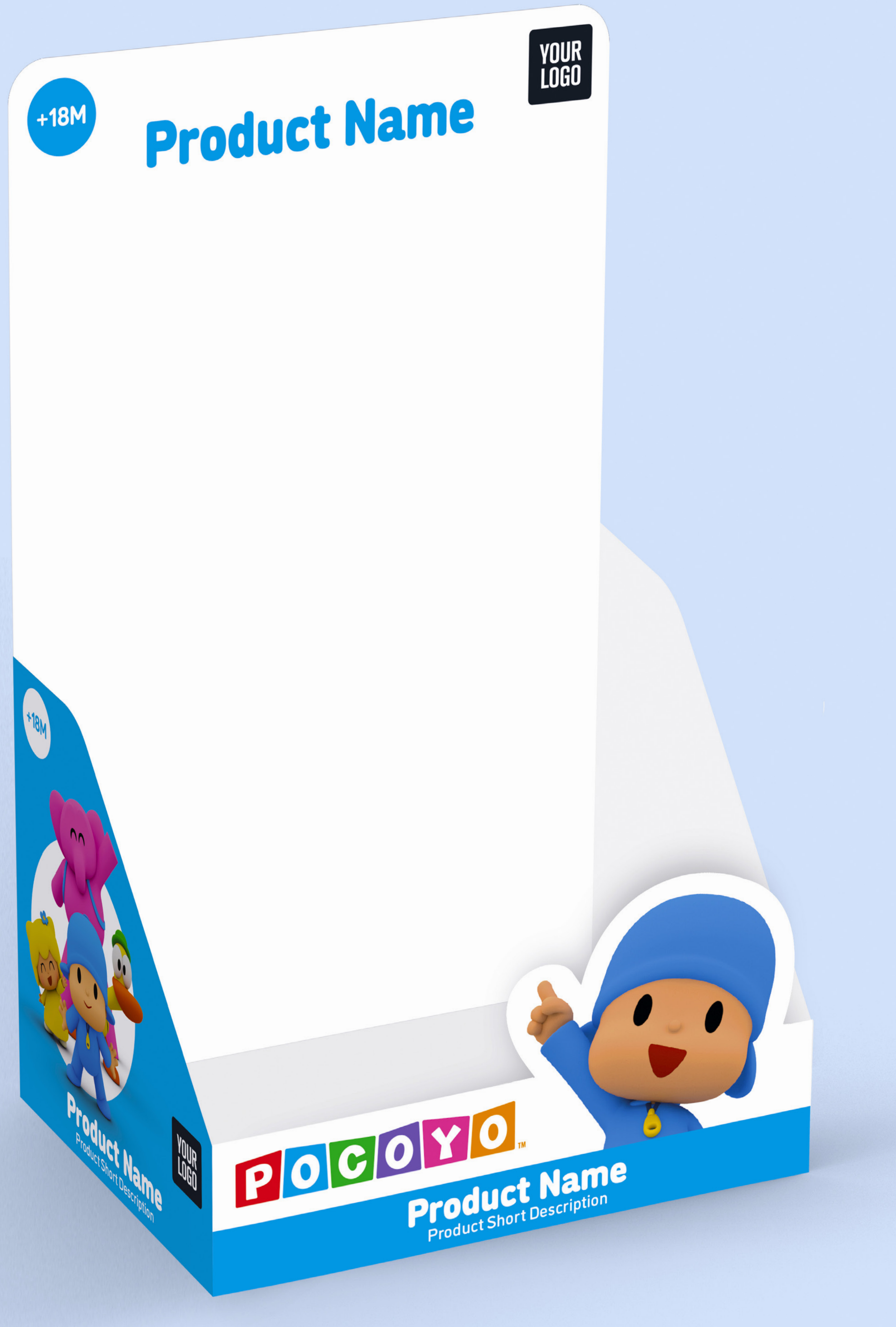

www.pocoyo.com
POCOYO
Friction Movement
Music Melodies
Without Batteries
Product Name
YOUR LOGO
+18M
Product Name
Product Short Description
LEGAL / SAFETY INFORMATION
Animaj PICTURE THIS!
Pocoyo™ © [manufacturing year] Animaj. All Rights Reserved.
www.pocoyo.com
40181 700982

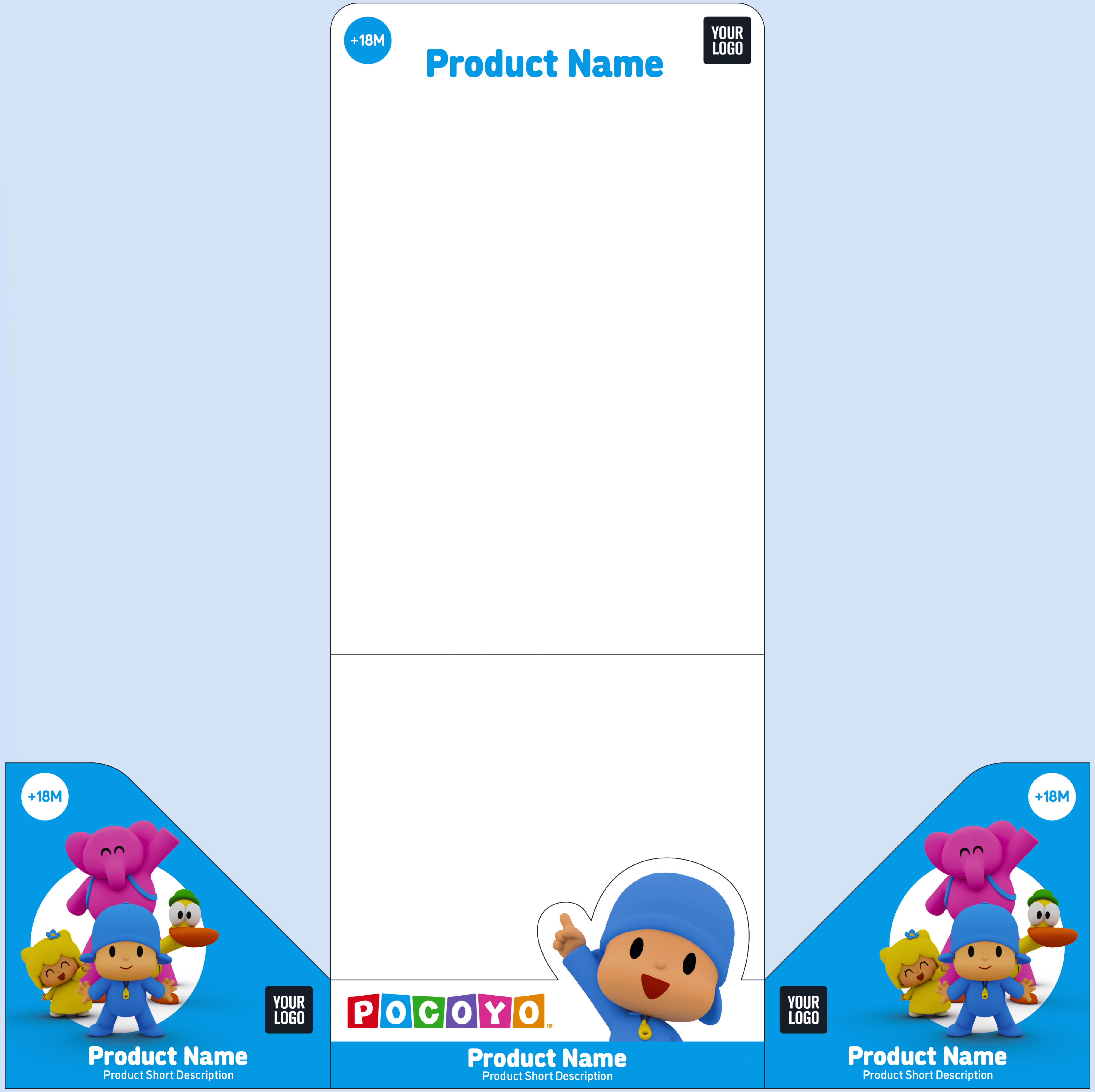
PCY_PACKAGING_WINDOW BOX_01

Example formats - Tray Box

Here are packaging examples designed to represent the core values of the Pocoyo brand, highlighting simplicity, playfulness, and emotional connection. Each design strategically uses blank space and the colour white, reflecting our commitment to clarity, focus, and a minimalist philosophy in all brand communications.

The files provided in the guide are supplied as layered illustrator files, please use these as a starting point to create your own packaging.


+18M
Product Name
YOUR LOGO
POCOYO
Product Name
Product Short Description


+18M
Product Name
YOUR LOGO
+18M
YOUR LOGO
Product Name
Product Short Description
POCOYO
Product Name
Product Short Description
+18M
YOUR LOGO
Product Name
Product Short Description

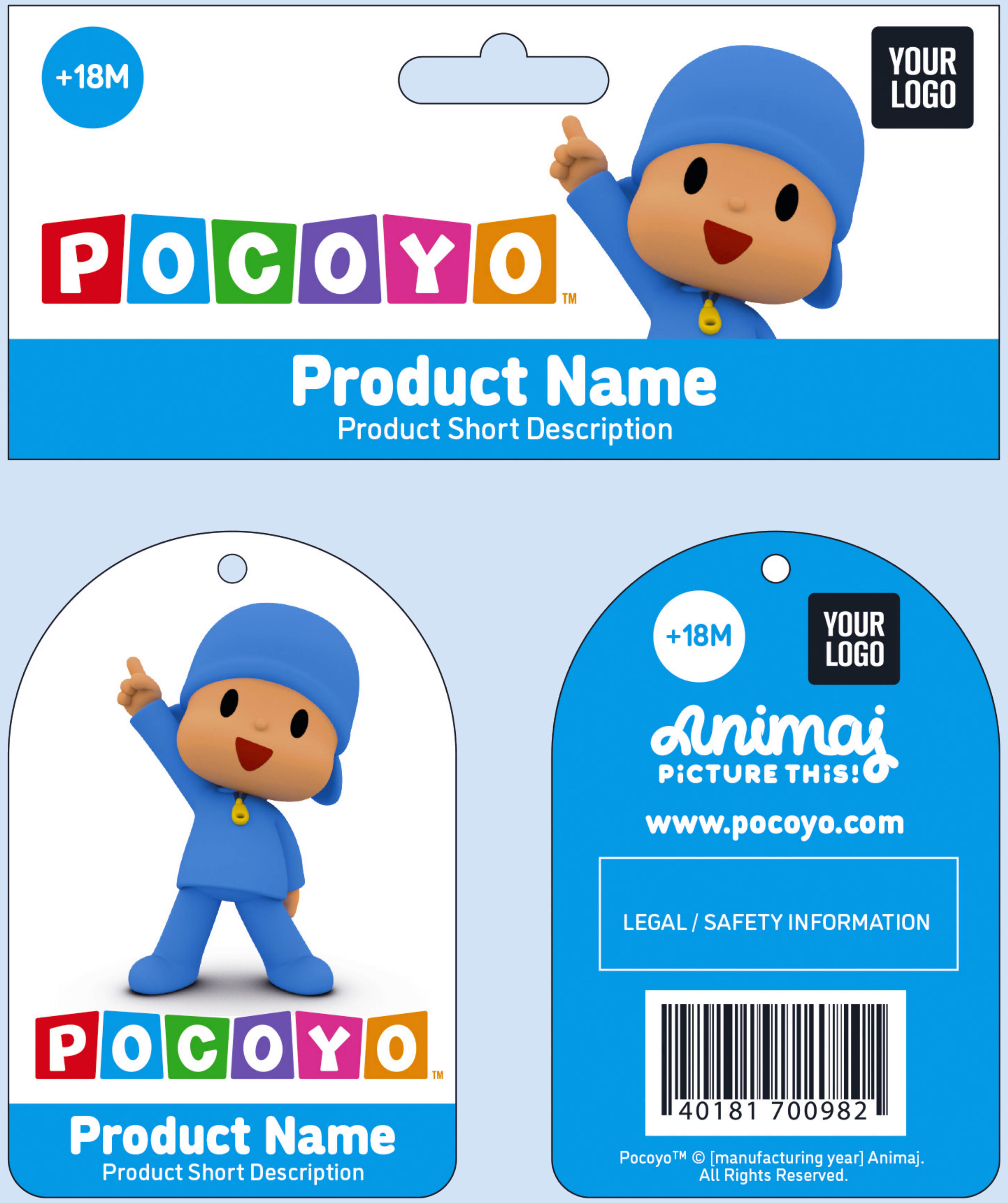
PCY_PACKAGING_TRAY BOX

POCOYO PACKAGING GUIDELINES

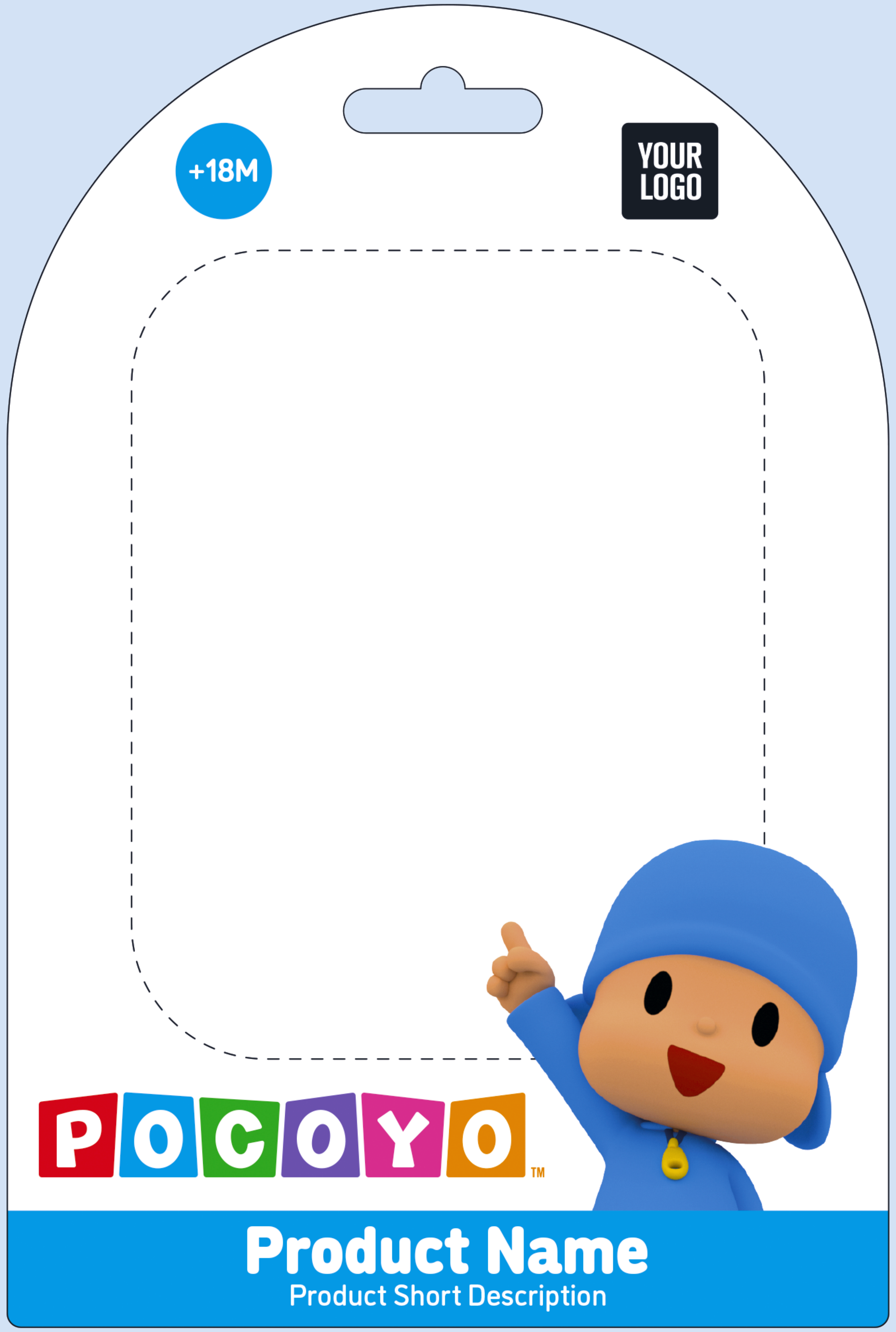
Example formats - Blister Pack, Header Card and Swing Tag

Here are packaging examples designed to represent the core values of the Pocoyo brand, highlighting simplicity, playfulness, and emotional connection. Each design strategically uses blank space and the colour white, reflecting our commitment to clarity, focus, and a minimalist philosophy in all brand communications.

The files provided in the guide are supplied as layered illustrator files, please use these as a starting point to create your own packaging.


+18M
YOUR LOGO
POCOYO™
Product Name
Product Short Description
POCOYO™
Product Name
Product Short Description
+18M
YOUR LOGO
Animaj
PICTURE THIS!
www.pocoyo.com
LEGAL / SAFETY INFORMATION
40181 700982
Pocoyo™ © [manufacturing year] Animaj.
All Rights Reserved.

PCY_PACKAGING_SWING_HEADER


+18M
YOUR LOGO
POCOYO™
Product Name
Product Short Description

PCY_PACKAGING_BLISTER

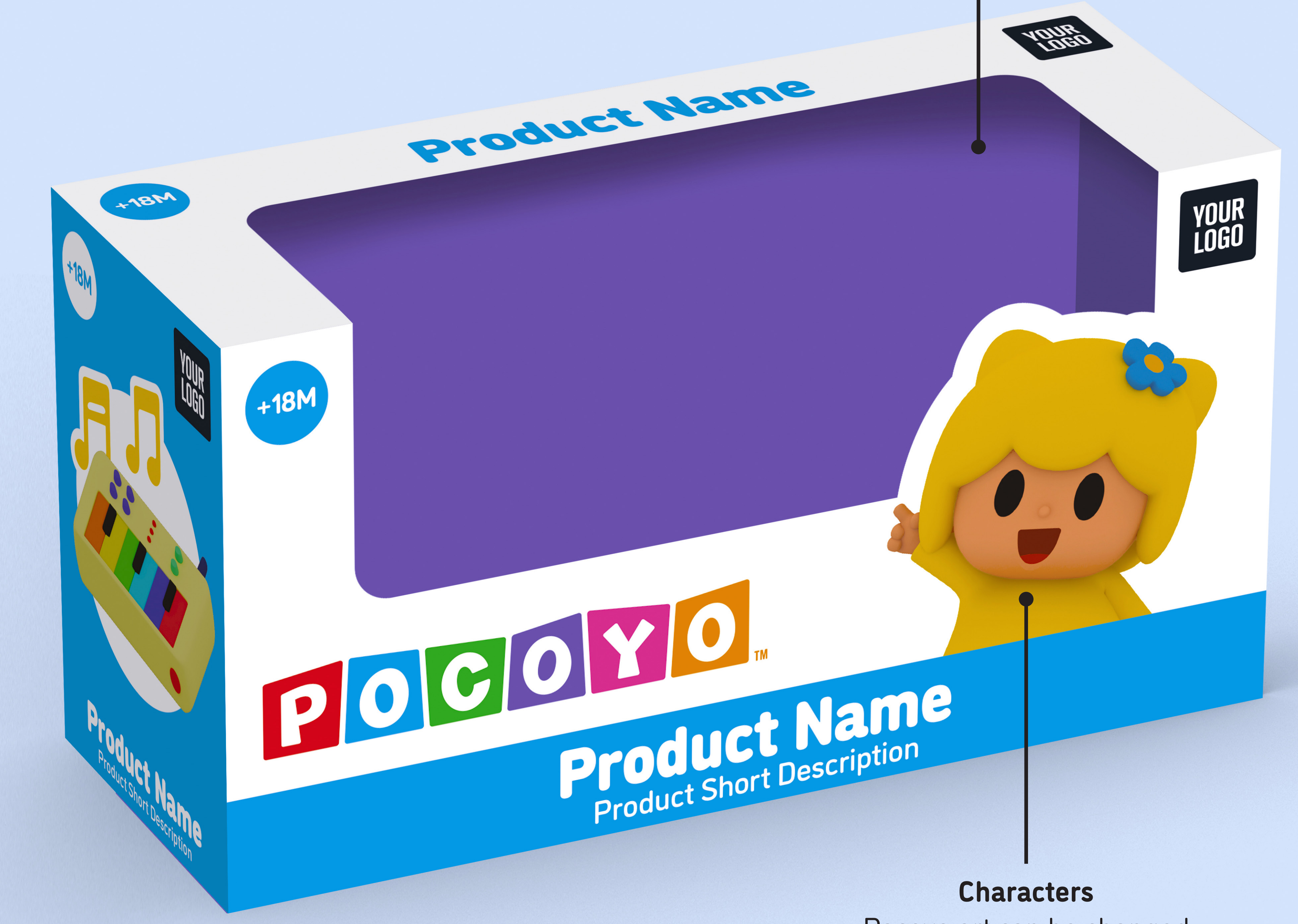
POCOYO PACKAGING GUIDELINES

Character Specfic Products

When your product is specific to a certain character, aspects of the pack can be changed.

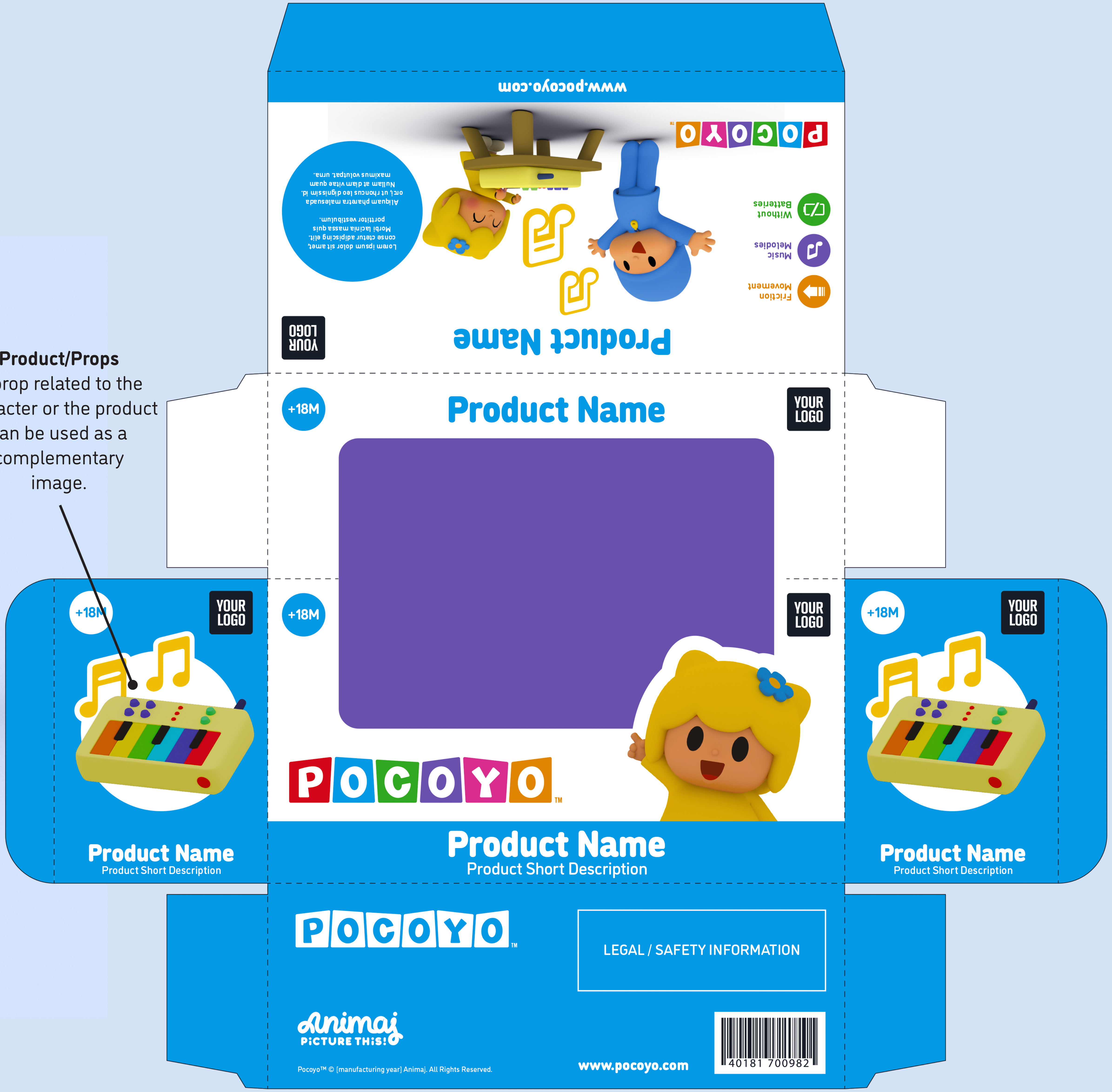
Examples and rules are shown on this page and the next to help you create your packaging.

Background
A character–related background can be used for character specific products. These colours would feature behind product only. Please see the next page for rules on what colour should be used for each character.


YOUR LOGO
Product Name
+18M
POCOYO
Product Name
Product Short Description

Product/Props
A prop related to the character or the product can be used as a complementary image.

Characters
Pocoyo art can be changed to the character that is specific to the product.


www.pocoyo.com
POCOYO
Without Batteries
Music Melodies
Friction Movement
Product Name
YOUR LOGO
+18M
Product Name
Product Short Description
LEGAL / SAFETY INFORMATION
Animaj PICTURE THIS!
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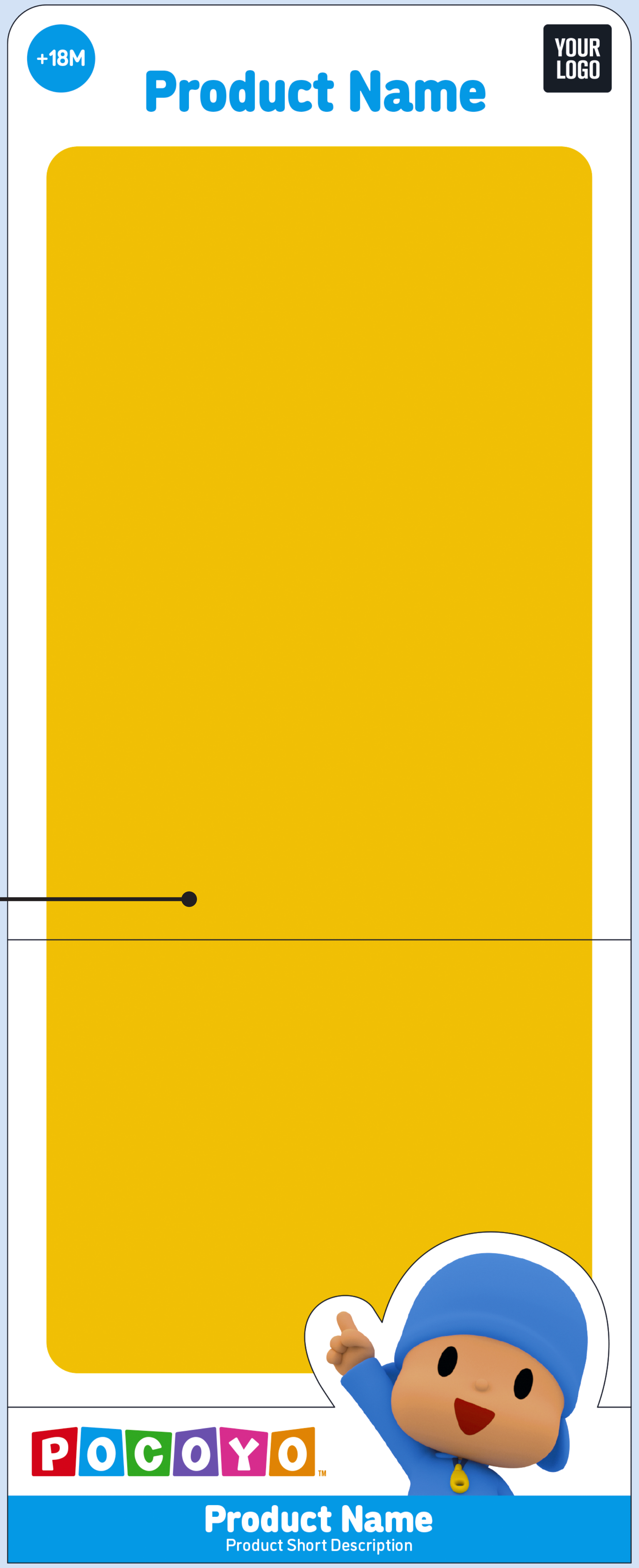
www.pocoyo.com
40181 700982

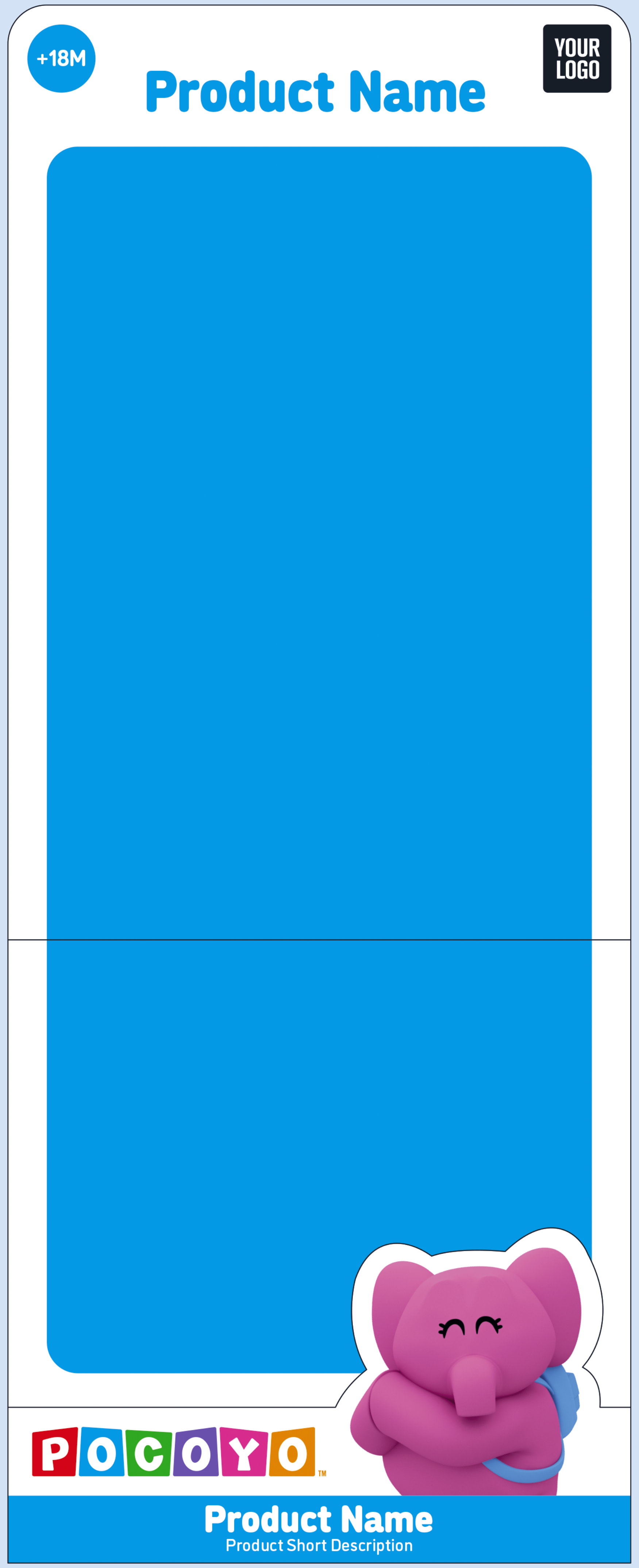
PCY_PACKAGING_WINDOW BOX_02

Character Specfic Products - Continued

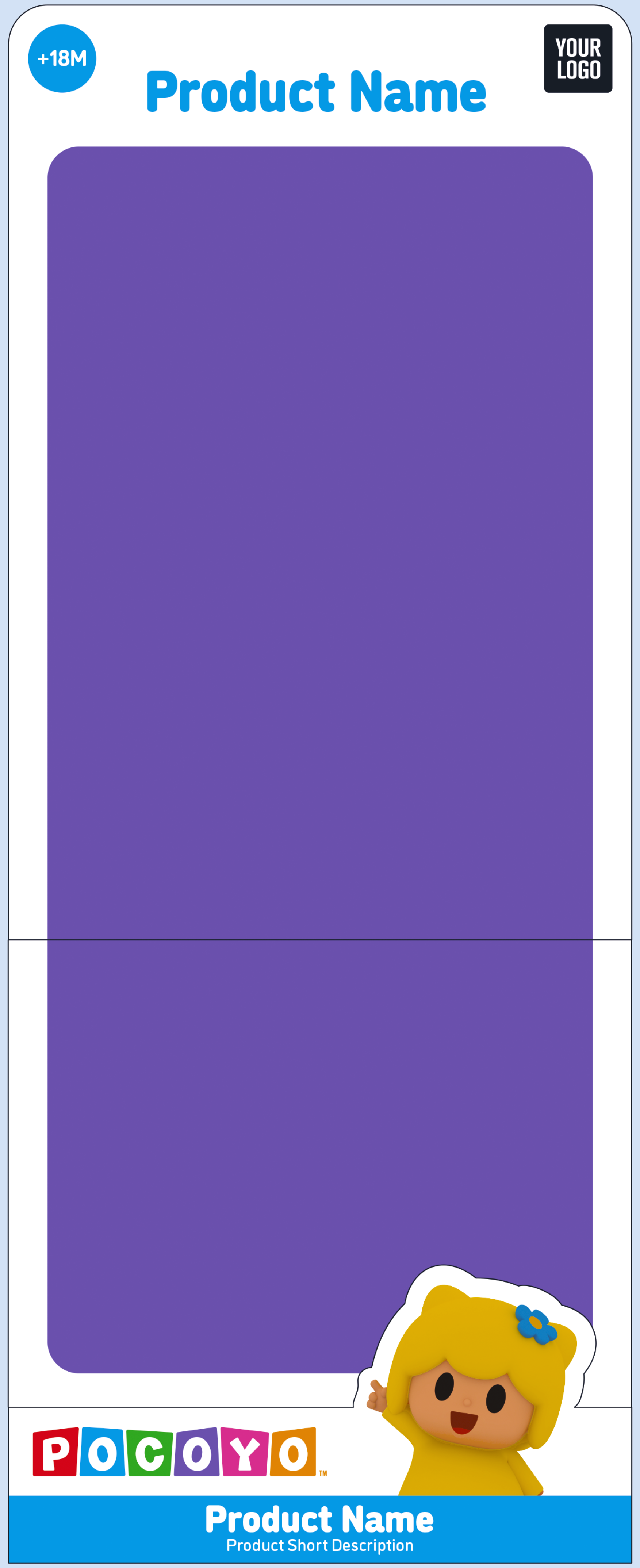

+18M
Product Name
YOUR LOGO
POCOYO
Product Name
Product Short Description

Colours
Please see
colour palette page
for colour values.

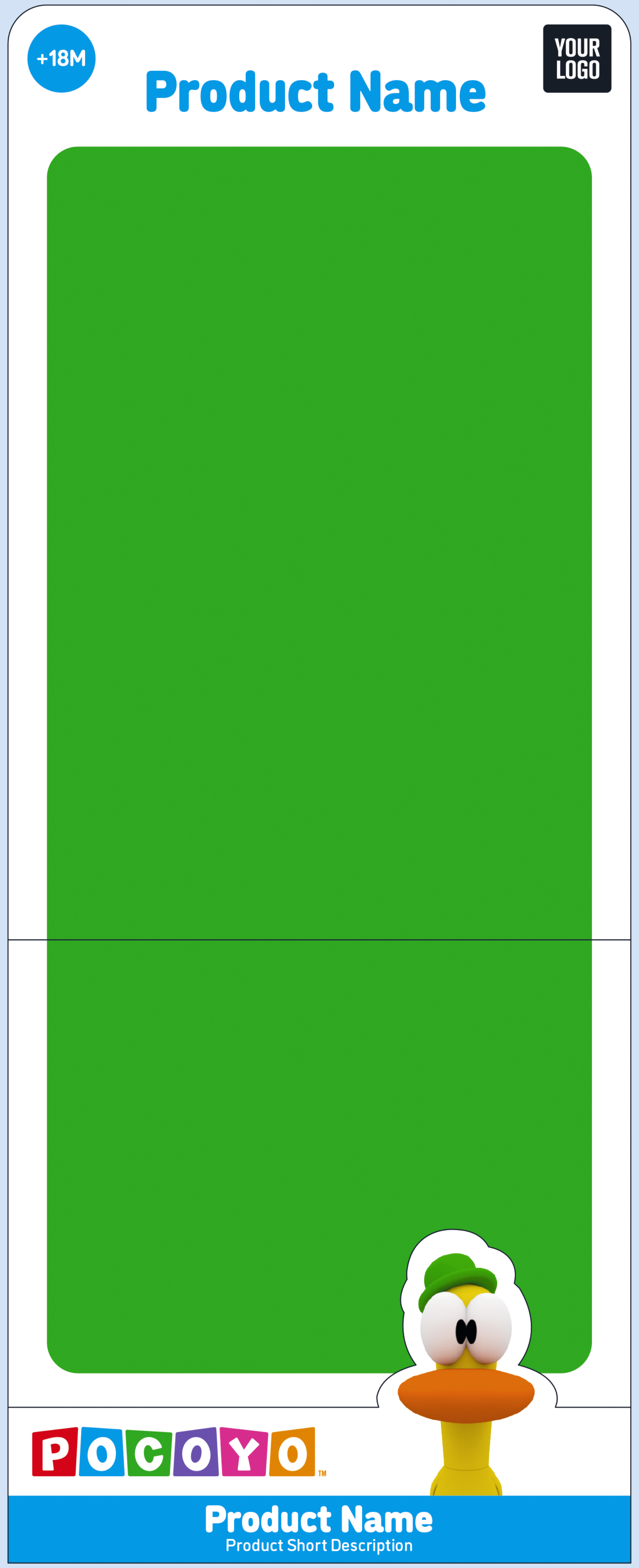
Pocoyo Specific Products
Yellow Background


+18M
Product Name
YOUR LOGO
POCOYO
Product Name
Product Short Description

Elly Specific Products
Blue Background


+18M
Product Name
YOUR LOGO
POCOYO
Product Name
Product Short Description

Bea Specific Products
Purple Background


+18M
Product Name
YOUR LOGO
POCOYO
Product Name
Product Short Description

Pato Specific Products
Green Background

POCOYO PACKAGING GUIDELINES

Packaging Rules

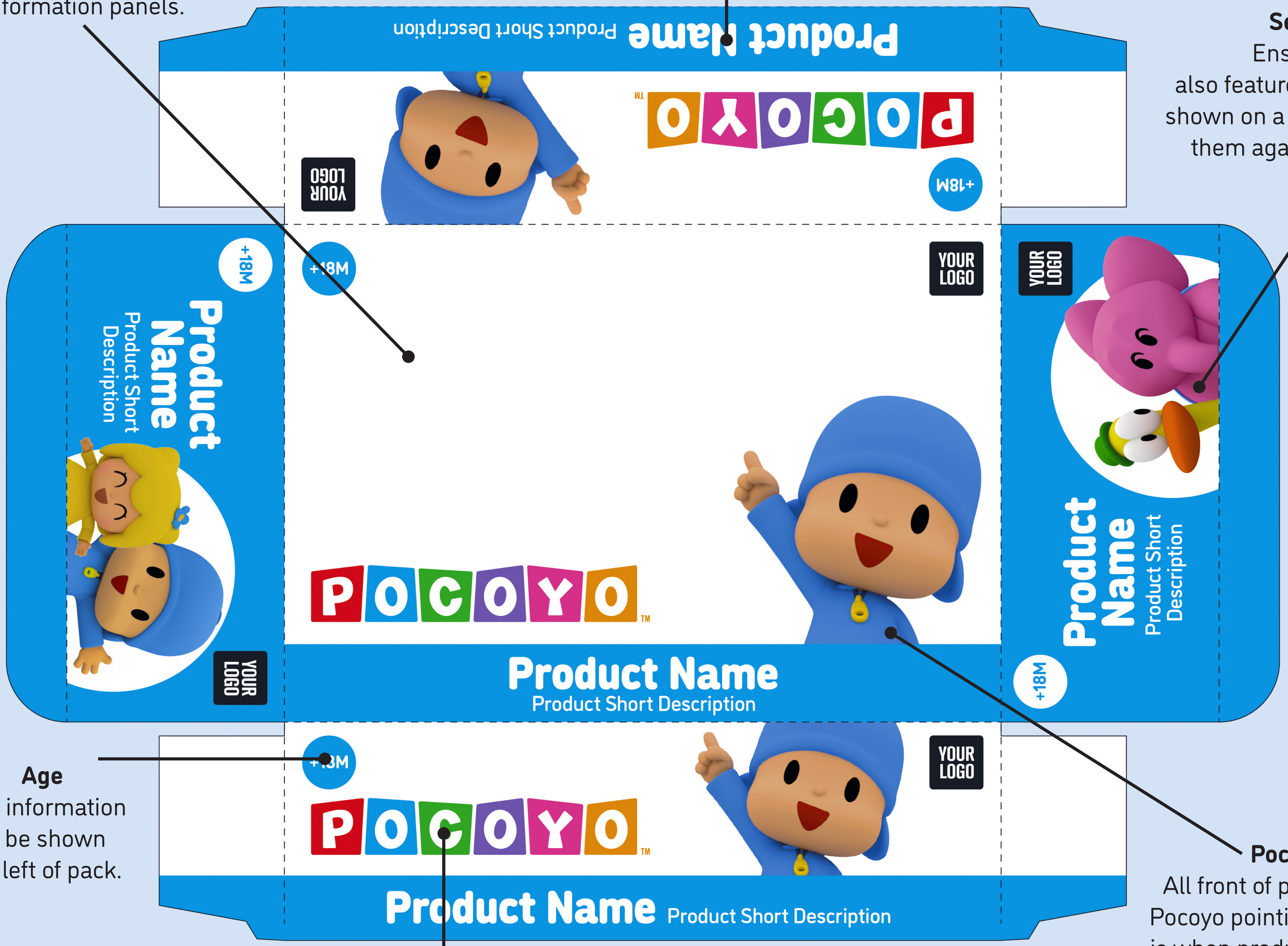
Below are some packaging rules to help you create your Pocoyo packaging.

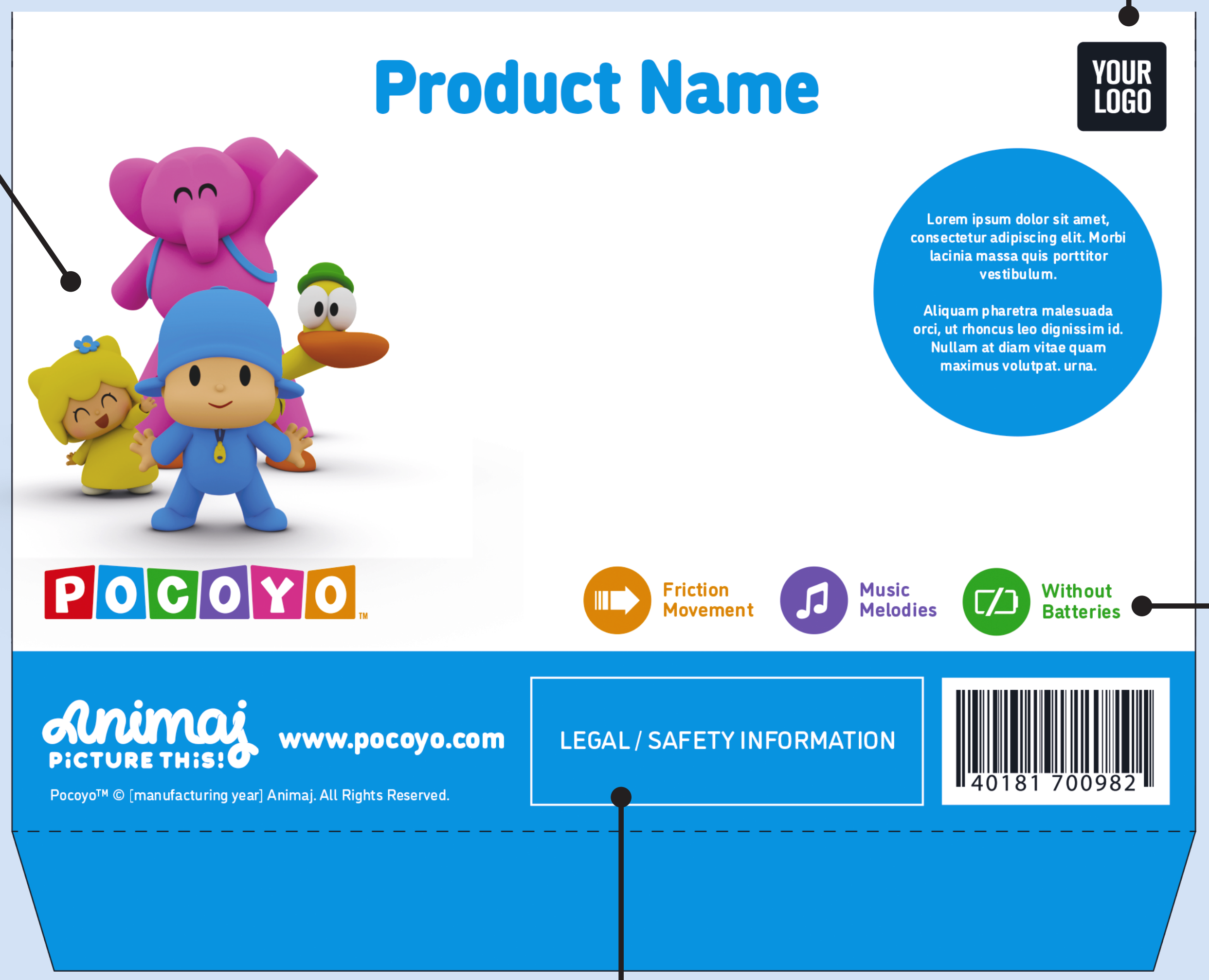
Background
All Pocoyo packaging should be designed using white as the primary colour. With an accent of brand blue for sides and information panels.

Product Text
The product name and any complementary text should always be written using the main Pocoyo typeface.

Secondary Characters
Ensure Bea, Elly and Pato also feature on the packaging. If they are shown on a blue background, please place them against a white circle as shown.

Licensee's Logo
The Licensee's logo should always be placed top right of pack. If for any reason this is not posible it can be placed where the designer deems suitable. But, it must always be placed at a reasonable distance from the main Pocoyo logo.


Product Name
Product Short Description
POCOYO
YOUR LOGO
+18M


Product Name
YOUR LOGO
POCOYO
Friction Movement
Music Melodies
Without Batteries
Animaj PICTURE THIS!
www.pocoyo.com
LEGAL / SAFETY INFORMATION
40181 700982

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lacinia massa quis porttitor vestibulum.

Aliquam pharetra malesuada orci, ut rhoncus leo dignissim id. Nullam at diam vitae quam maximus volutpat. urna.

Pocoyo™ © [manufacturing year] Animaj. All Rights Reserved.

Indicators
The design of the necessary indicators should include simple iconography and complementary text. Please colour them using the provided brand colour palette.

Age
Age information to be shown top left of pack.

Pocoyo Logotype
Please use the main version of the Pocoyo logo on all packaging. The logo should always be placed in a visible area and where possible on the left hand side opposite Pocoyo.

Pocoyo Character Art
All front of packaging must feature the Pocoyo pointing pose. The only exception is when product is specific to a character. Where possible he must be on the right hand side of the pack and have his yellow zip on show.

Legal Information
Legal information, with Animaj logo, website and copyright line should all feature within a blue panel as shown.

POCOYO PACKAGING GUIDELINES

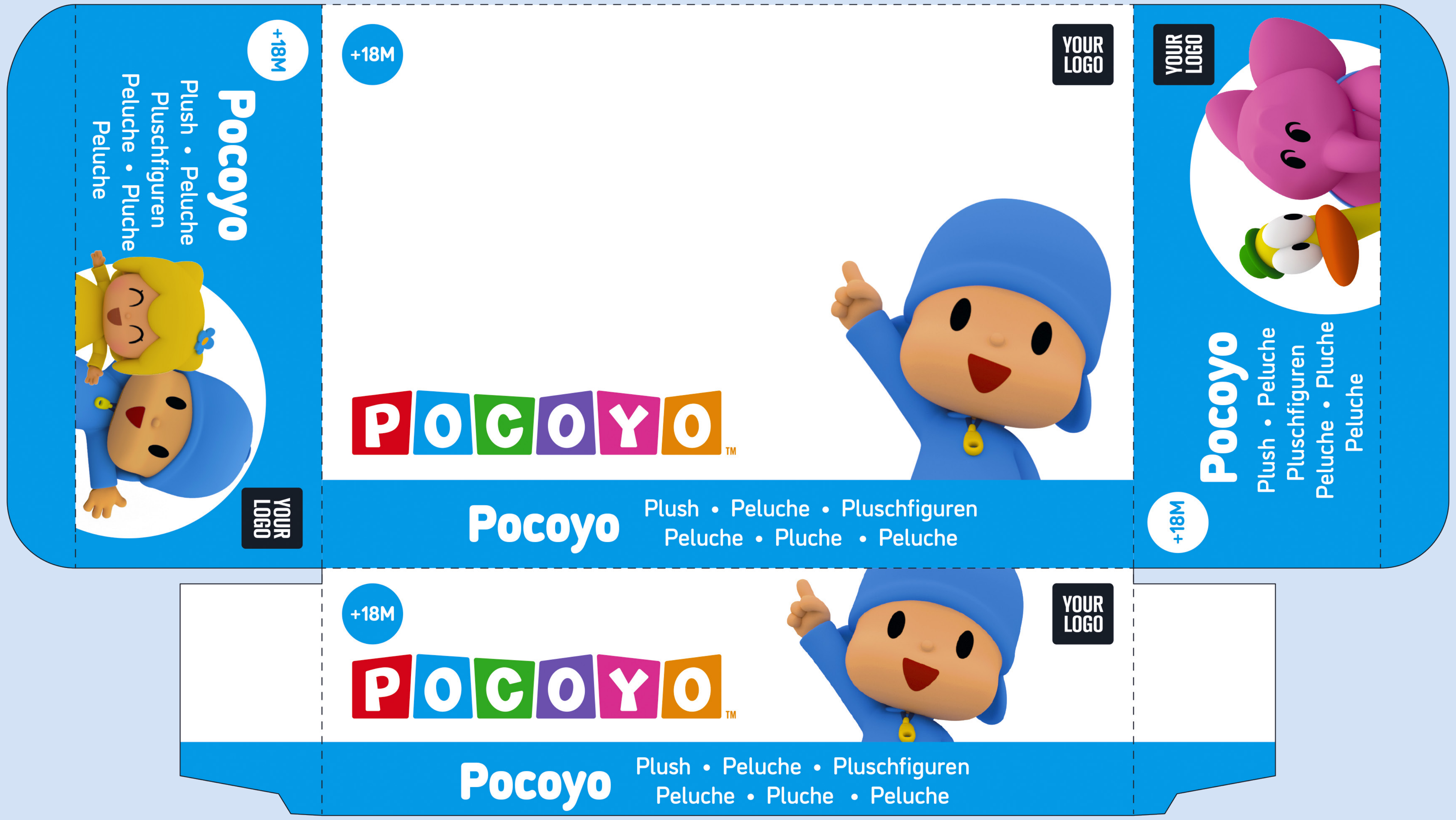
Multilingual Packaging

Packaging can have many different requirements, one being suitable for mulitple languages. This content can vary too, so to give you a starting point below are two examples of how multilingual packaging can work.

Option One - title is short and doesn't require translating, so short translated descriptions are required.

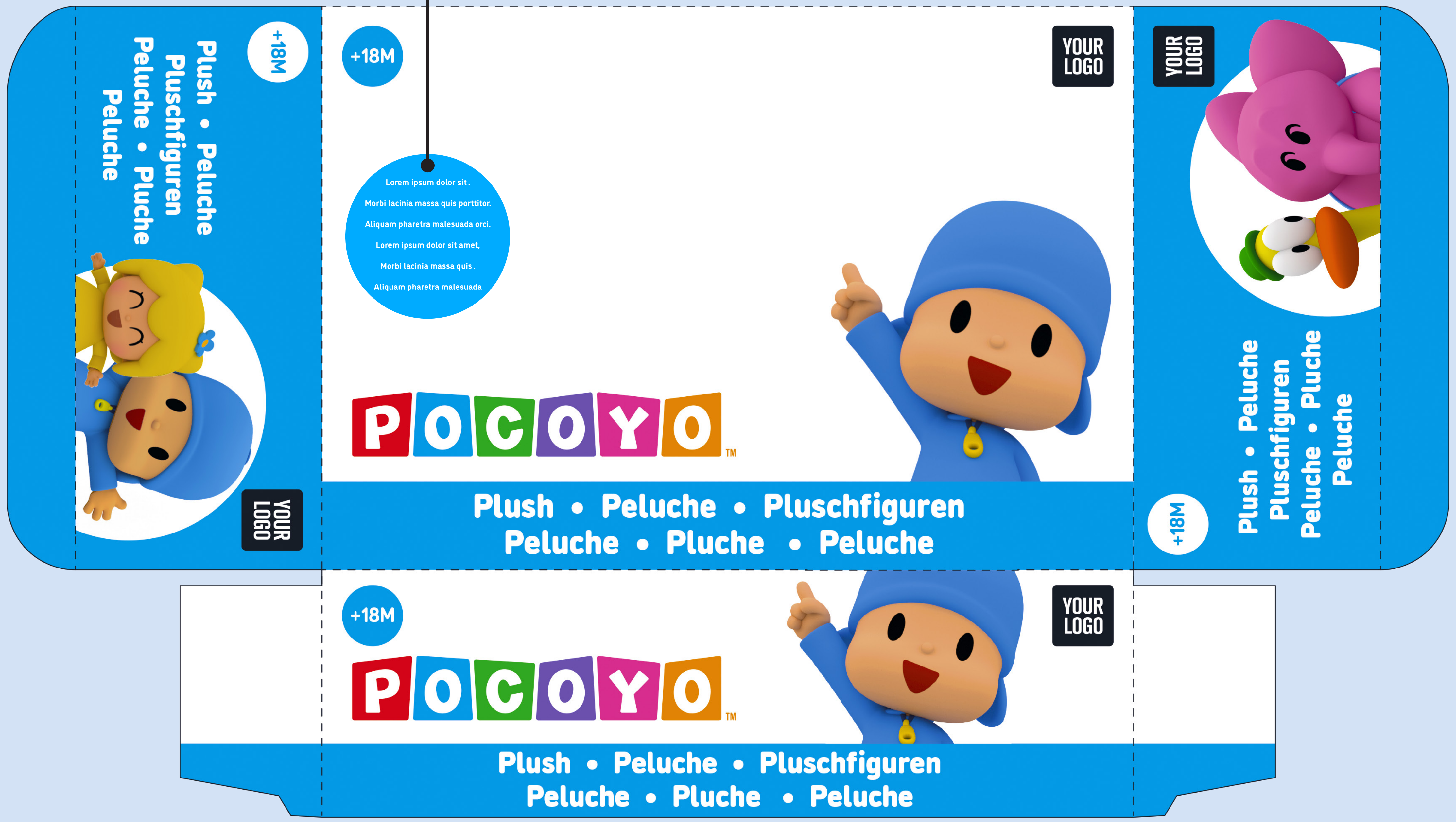
Option Two - title is translated and if short description is required this can be shown in a separate flash.

IMPORTANT - It is essential that the brand simplicity and white space is maintained, so please keep text to a minium and where possible create icon indicators to relay information.


+18M
YOUR LOGO
POCOYO
Pocoyo
Plush • Peluche • Pluschfiguren
Peluche • Pluche • Peluche

Option One

Short Description
If space is not available in the product title area and a short description is required please show this text within a separate flash.

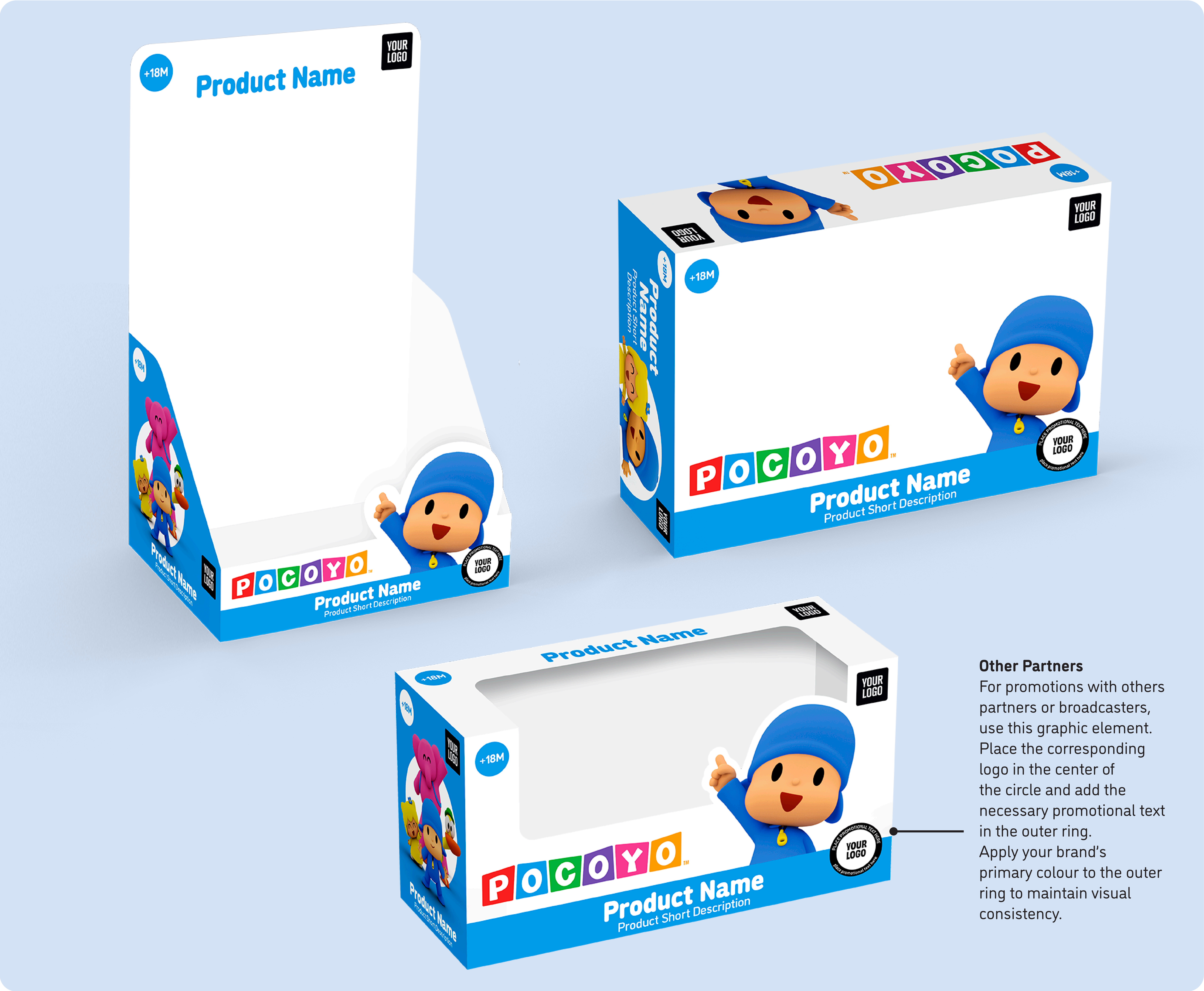

+18M
YOUR LOGO
Lorem ipsum dolor sit .
Morbi lacinia massa quis porttitor.
Aliquam pharetra malesuada orci.
Lorem ipsum dolor sit amet,
Morbi lacinia massa quis .
Aliquam pharetra malesuada
POCOYO
Plush • Peluche • Pluschfiguren
Peluche • Pluche • Peluche

Option Two

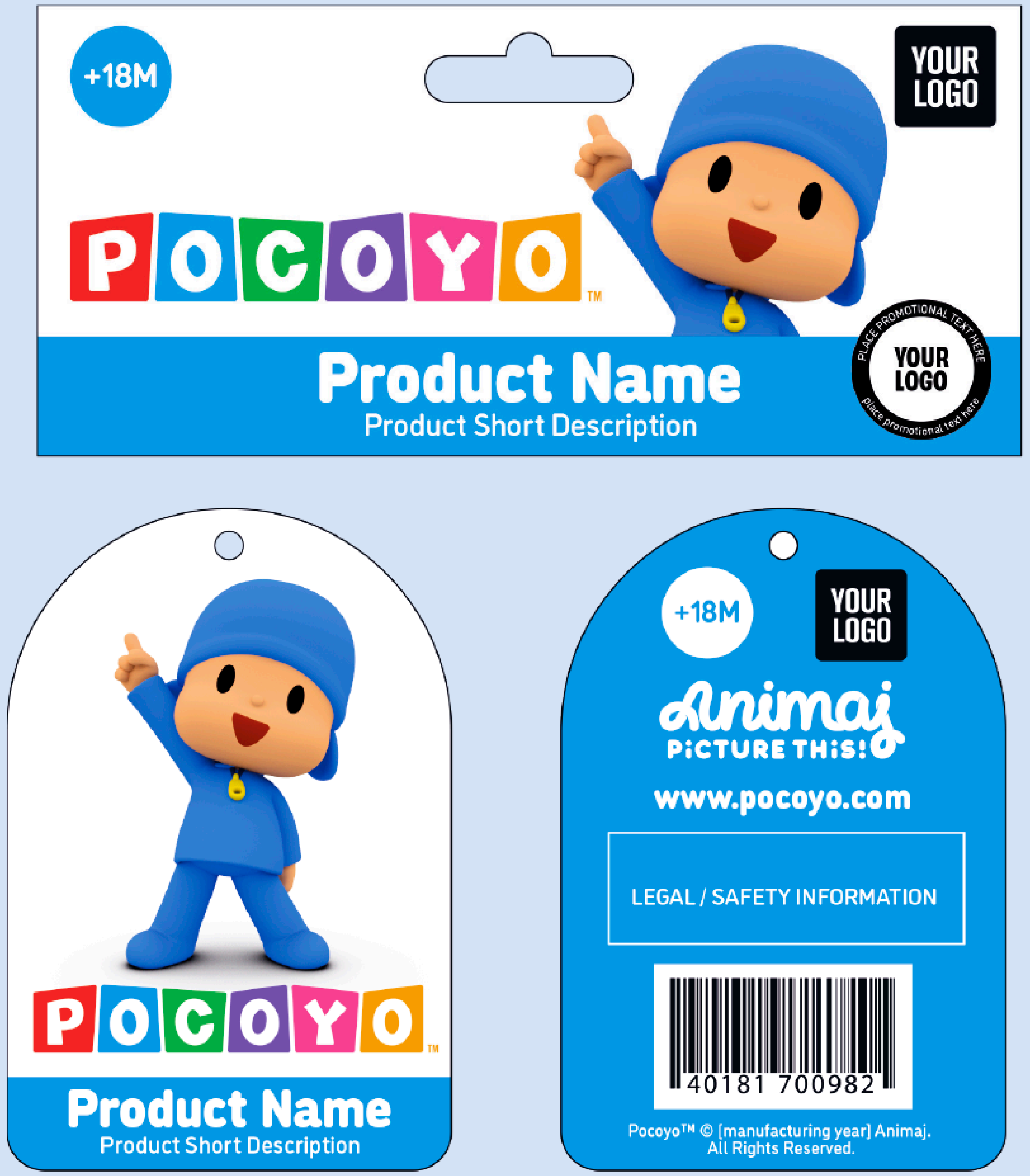
Indicators
Where possible please create icon indicators to reduce text and maintain the essential brand simplicity and white space.

POCOYO PACKAGING WITH A SECONDARY PARTNER

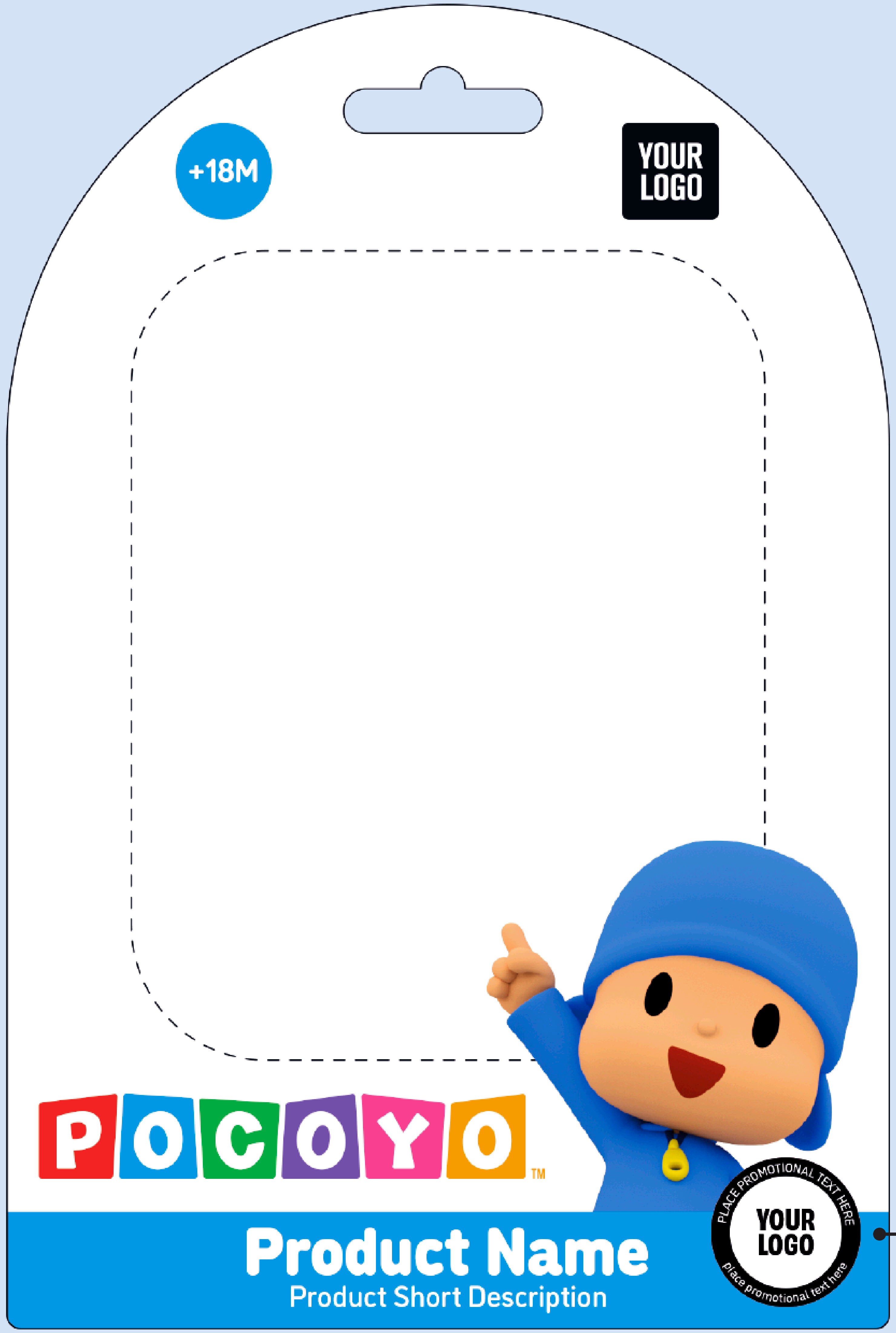
We have determined that the best placement for the secondary partner's logo is the lower right corner on the front of the packaging. This position ensures visibility without affecting the brand's main identity or the product description. Additionally, maintaining this placement consistent across different packaging models provides unity and coherence to the brand.


+18M
Product Name
YOUR LOGO
POCOYO
Product Name
Product Short Description
YOUR LOGO

Other Partners
For promotions with others partners or broadcasters, use this graphic element. Place the corresponding logo in the center of the circle and add the necessary promotional text in the outer ring. Apply your brand's primary colour to the outer ring to maintain visual consistency.


+18M
YOUR LOGO
POCOYO™
Product Name
Product Short Description
PLACE PROMOTIONAL TEXT HERE
place promotional text here
YOUR LOGO
POCOYO™
Product Name
Product Short Description
+18M
YOUR LOGO
Animaj
PICTURE THIS!
www.pocoyo.com
LEGAL / SAFETY INFORMATION
40181 700982
Pocoyo™ © (manufacturing year) Animaj.
All Rights Reserved.

PCY_PACKAGING_SWING_HEADER


+18M
YOUR LOGO
POCOYO™
Product Name
Product Short Description
PLACE PROMOTIONAL TEXT HERE
place promotional text here
YOUR LOGO

PCY_PACKAGING_BLISTER

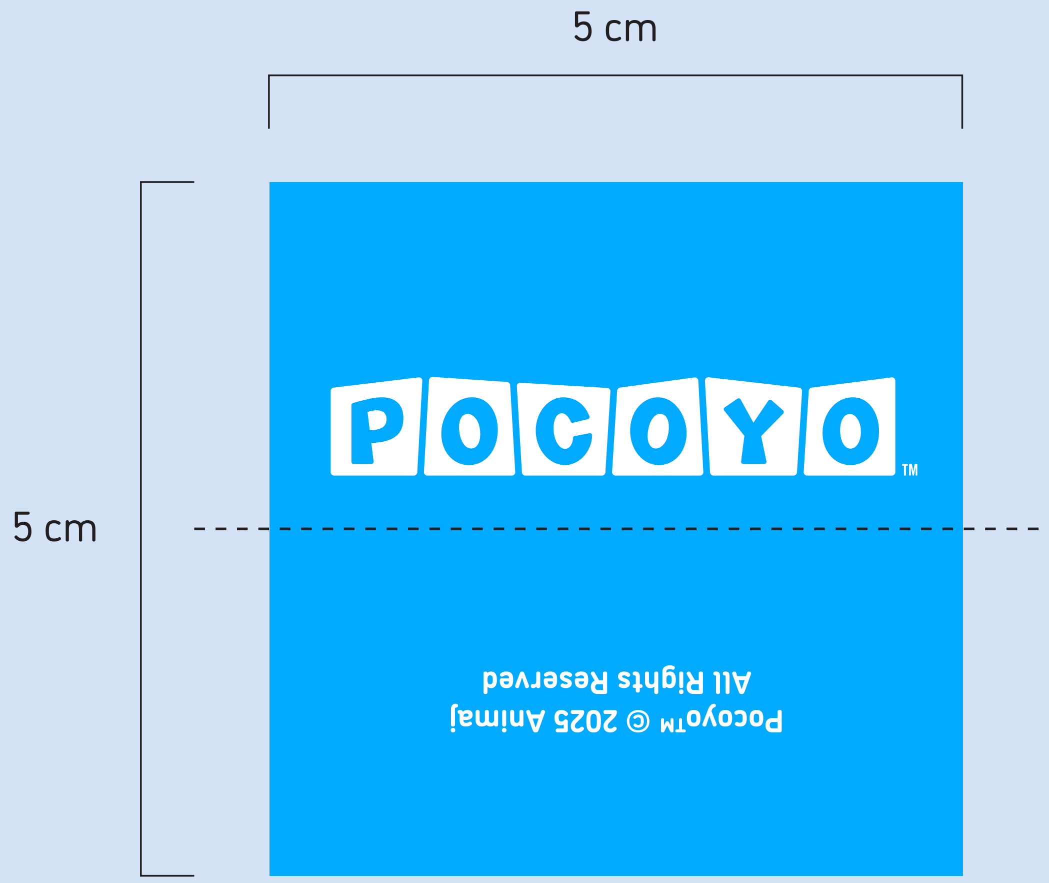
Other Partners
For promotions with others partners or broadcasters, use this graphic element. Place the corresponding logo in the center of the circle and add the necessary promotional text in the outer ring. Apply your brand's primary colour to the outer ring to maintain visual consistency.

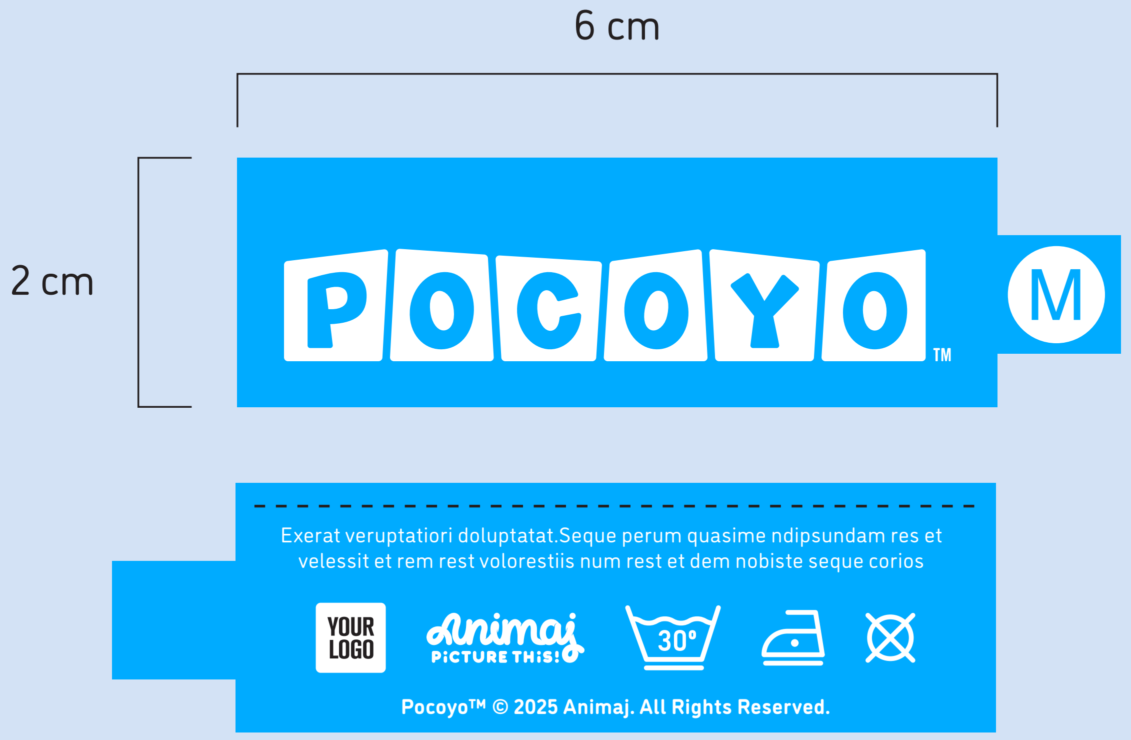
POCOYO PACKAGING GUIDELINES

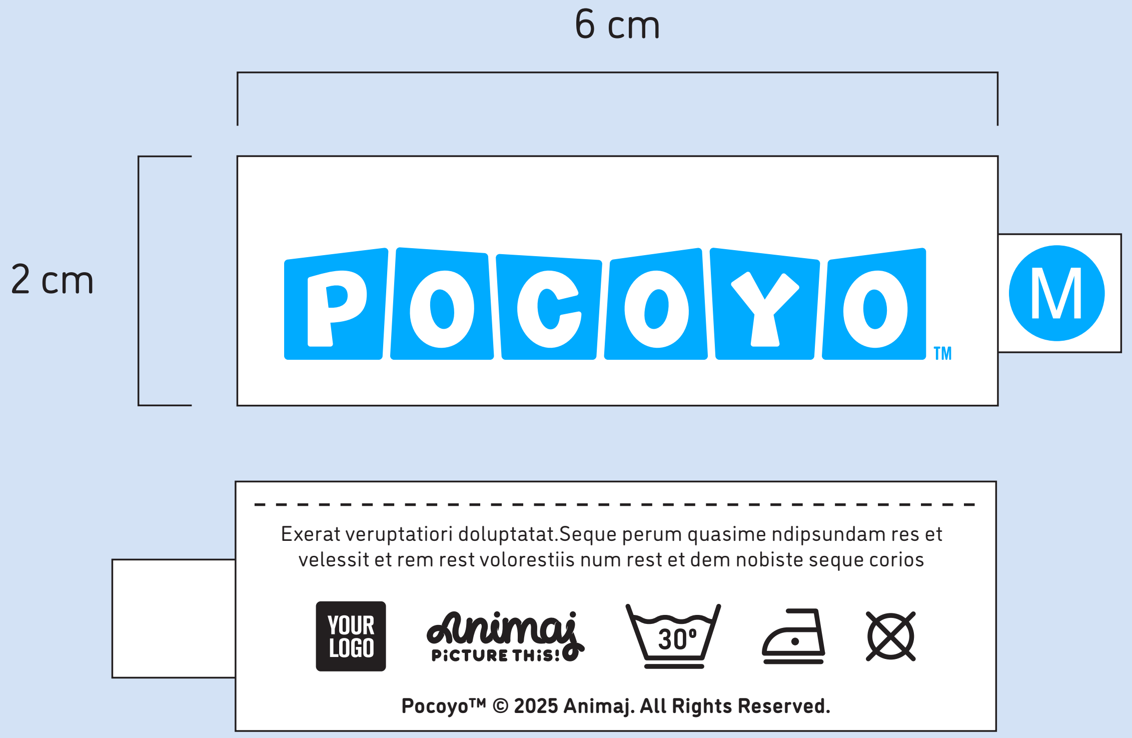
Example formats - Sew in Label

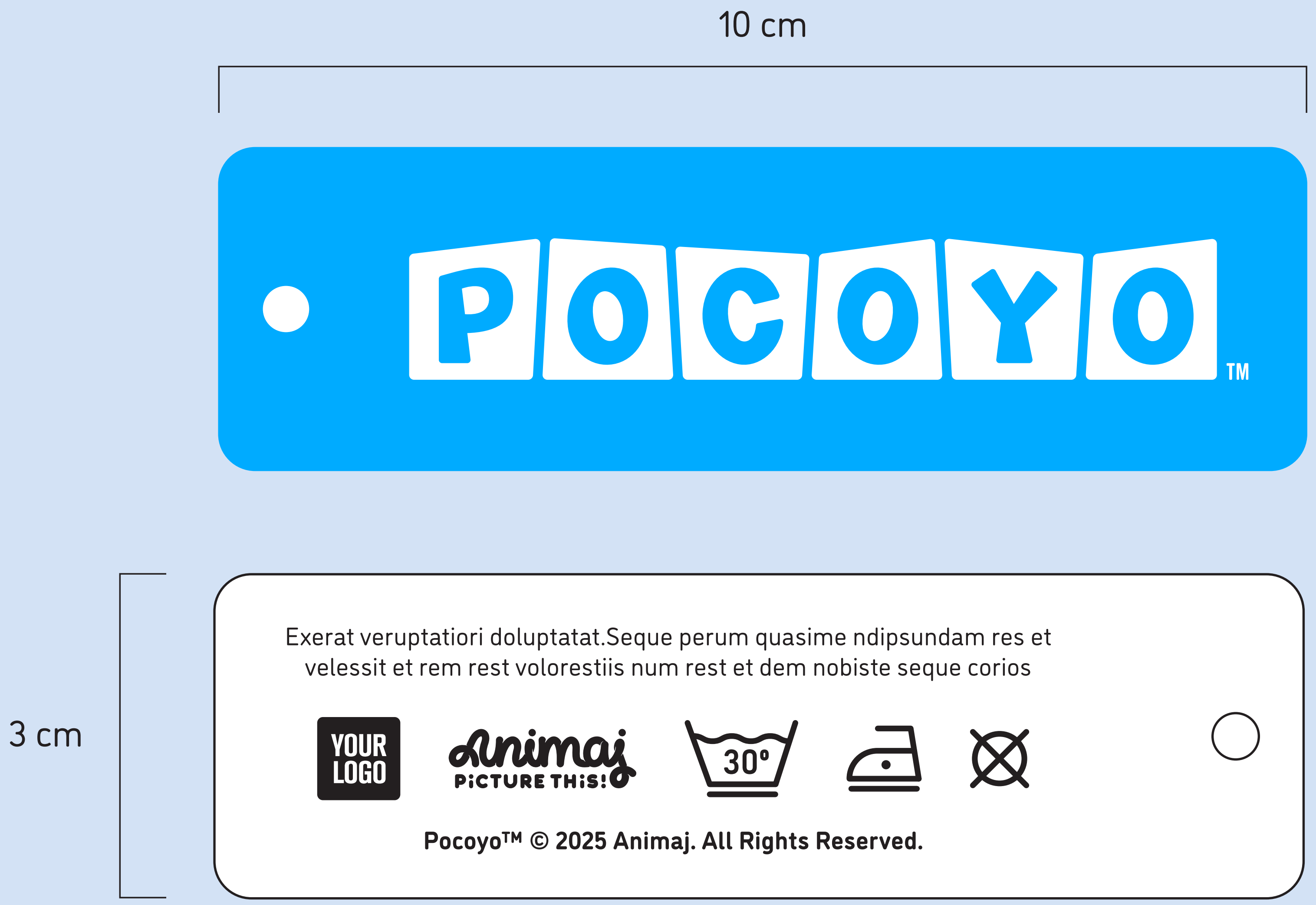
Here is a reference document to design the Pocoyo labeling.

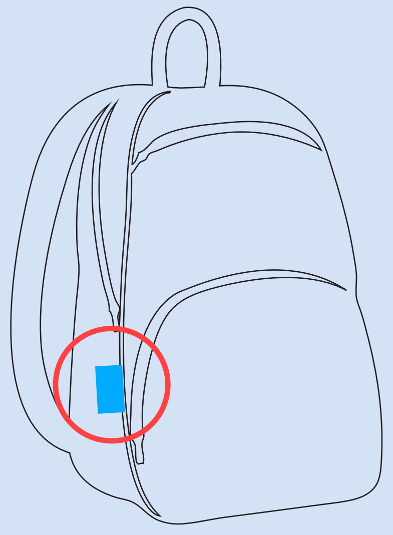
Labeling sizes included in the document may vary depending on the product, please adjust accordingly.

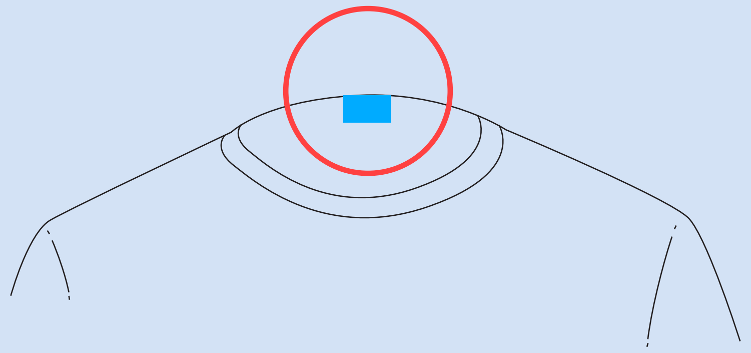

5 cm
5 cm
POCOYO™
Pocoyo™ © 2025 Animaj
All Rights Reserved

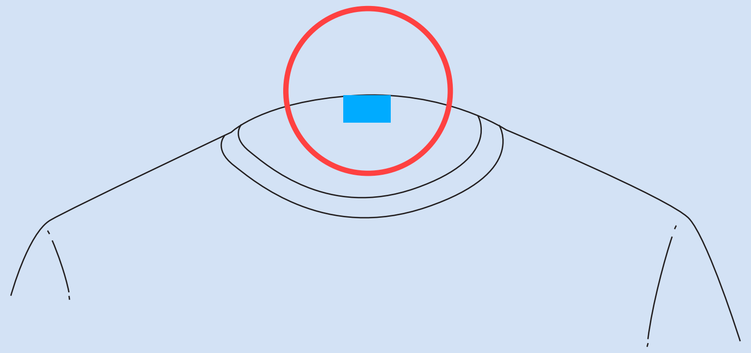

6 cm
2 cm
POCOYO™
M
Exerat veruptatiori doluptatat.Seque perum quasime ndipsundam res et velessit et rem rest volorestiis num rest et dem nobiste seque corios
YOUR LOGO
Animaj PICTURE THIS!
30°
Pocoyo™ © 2025 Animaj. All Rights Reserved.

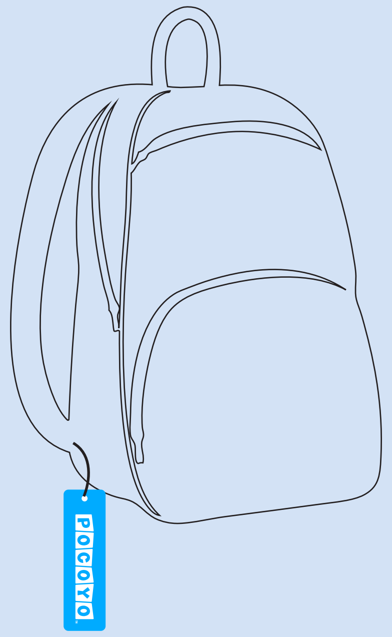

6 cm
2 cm
POCOYO™
M
Exerat veruptatiori doluptatat.Seque perum quasime ndipsundam res et velessit et rem rest volorestiis num rest et dem nobiste seque corios
YOUR LOGO
Animaj PICTURE THIS!
30°
Pocoyo™ © 2025 Animaj. All Rights Reserved.

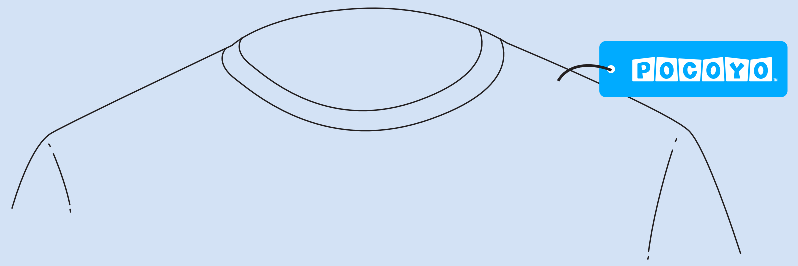

10 cm
POCOYO™
3 cm
Exerat veruptatiori doluptatat.Seque perum quasime ndipsundam res et velessit et rem rest volorestiis num rest et dem nobiste seque corios
YOUR LOGO
Animaj PICTURE THIS!
30°
Pocoyo™ © 2025 Animaj. All Rights Reserved.



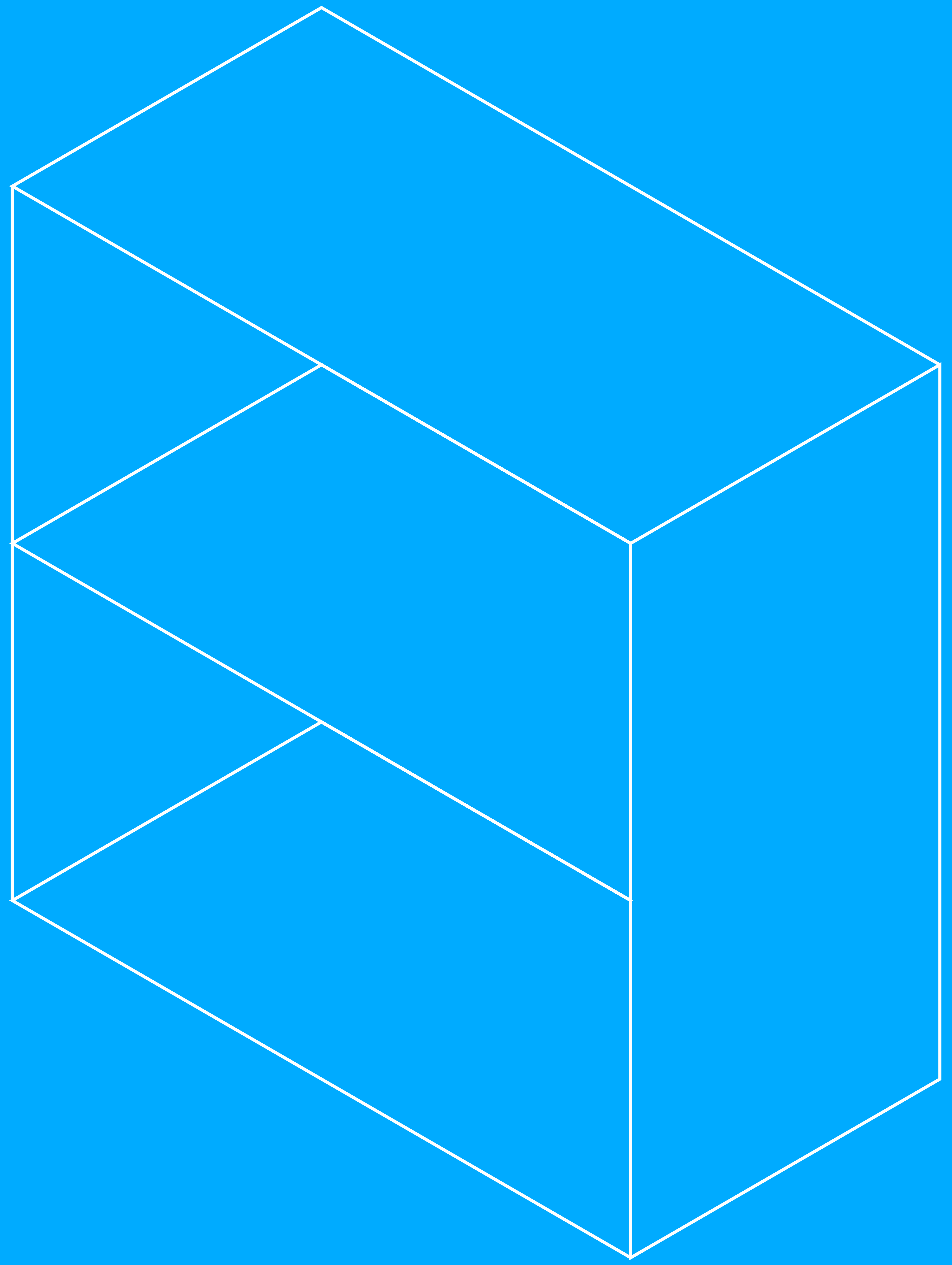








Point Of Sale



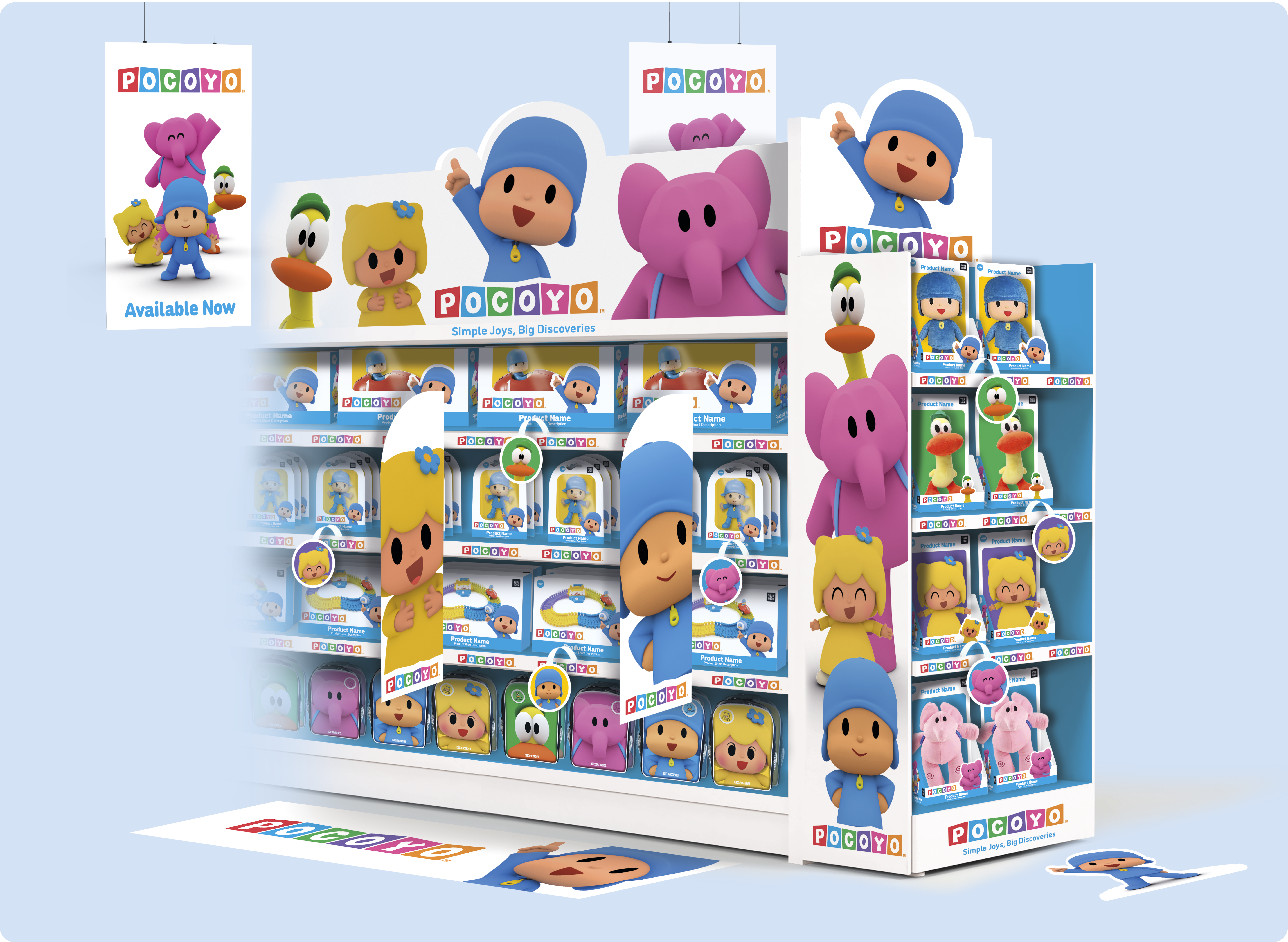
The design and development of in-store display materials and promotional elements that enhance product visibility, reinforce brand identity, and create engaging shopping experiences for consumers.

POCOYO POINT OF SALE

Point of Sale Instore Visual

Please use this instore visual as inspiration for creating your point of sale artwork.

Design with a clean, minimalist approach using white as the primary colour.


POCOYO
Available Now
POCOYO
POCOYO
Simple Joys, Big Discoveries
POCOYO
Product Name
POCOYO
Simple Joys, Big Discoveries

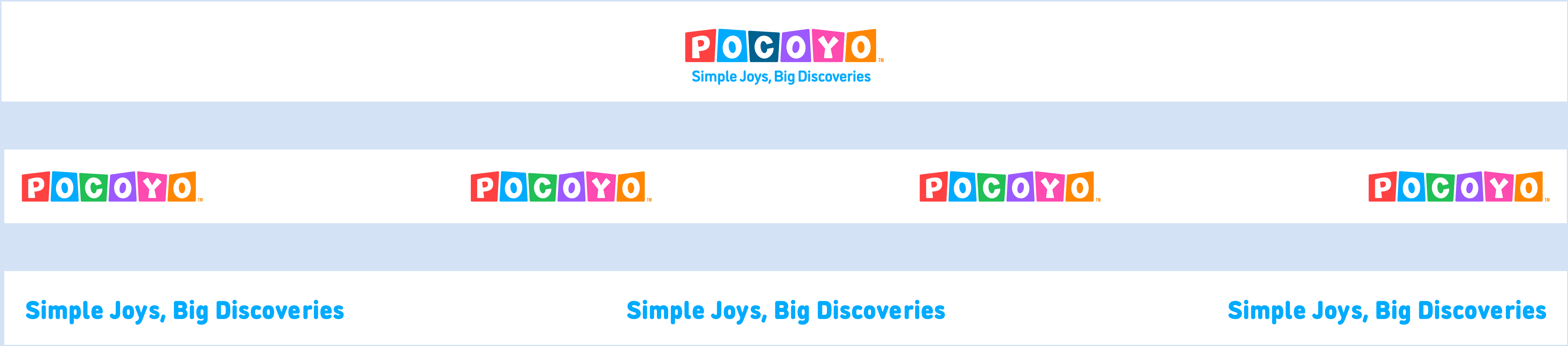
Shelf fin

Hanging banner

Available Now
PRODUCT SHOT
Available Now

Shelf wobbler

Shelf strip

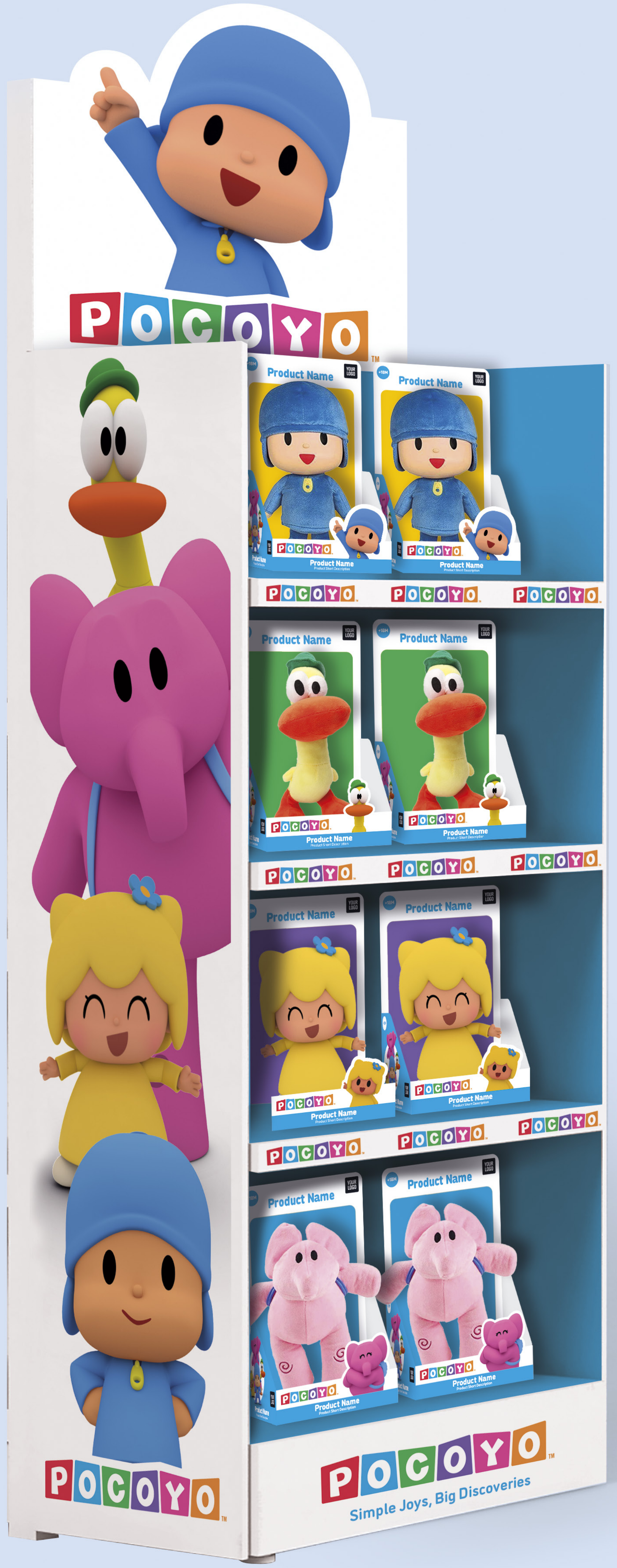

Simple Joys, Big Discoveries
Simple Joys, Big Discoveries
Simple Joys, Big Discoveries
Simple Joys, Big Discoveries

Header card

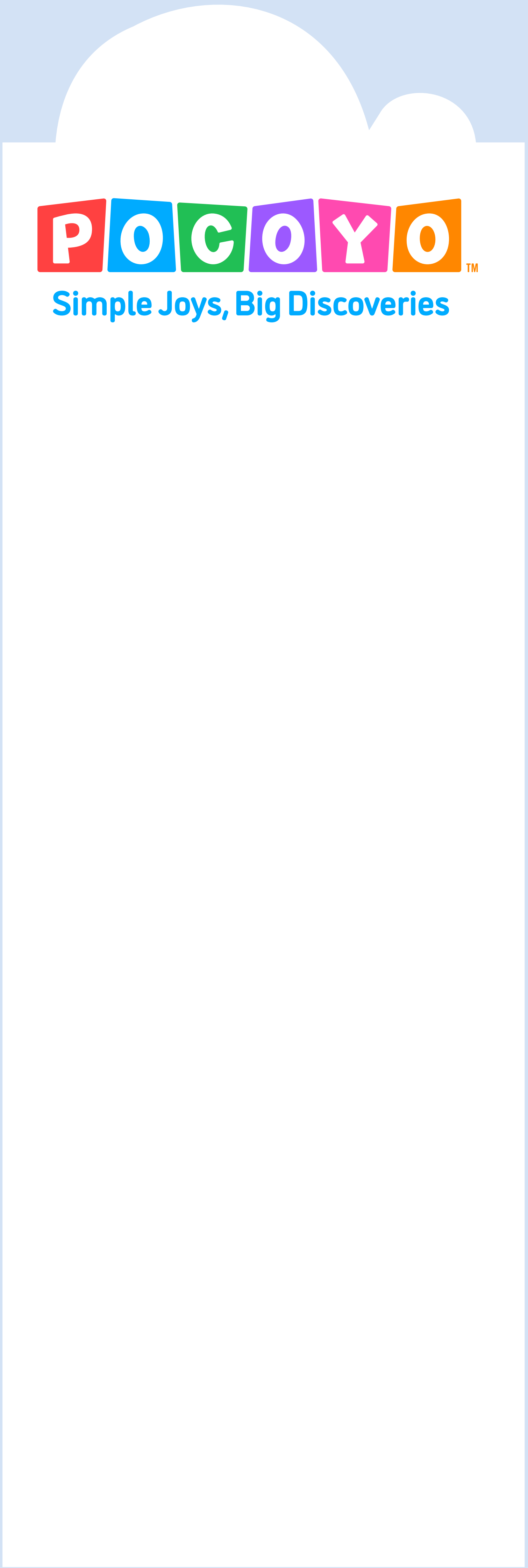
Floor sticker

Floor sticker

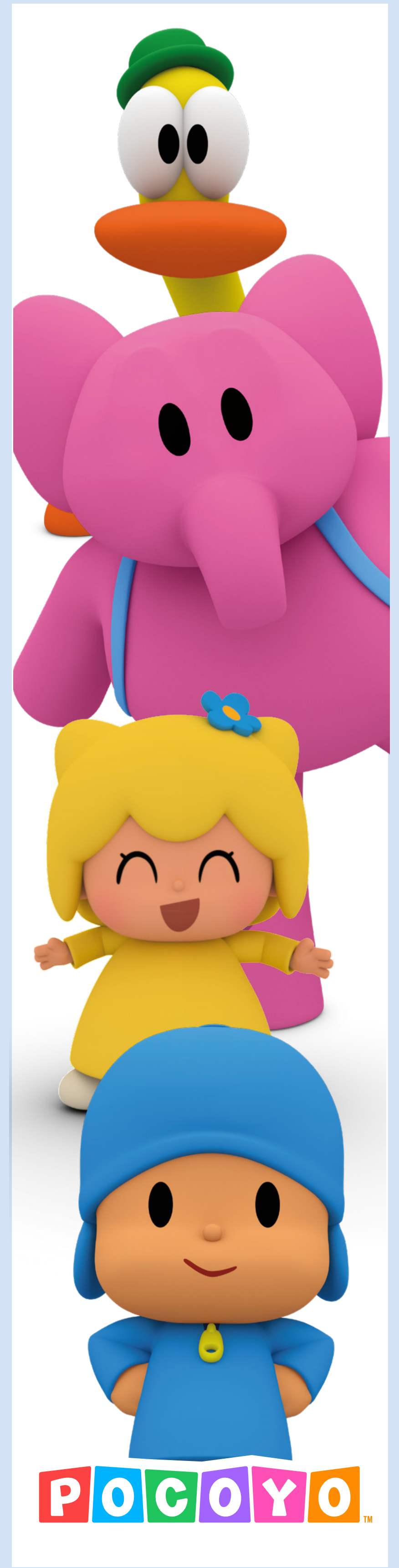
FSDU


POCOYO
Product Name
POCOYO
Simple Joys, Big Discoveries

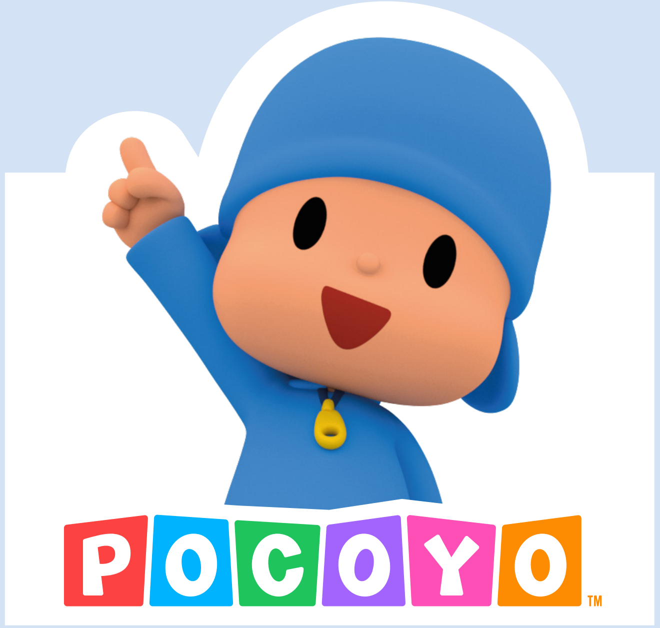
FSDU - Back


POCOYO
Simple Joys, Big Discoveries

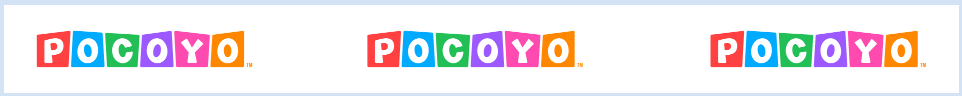
FSDU - Side



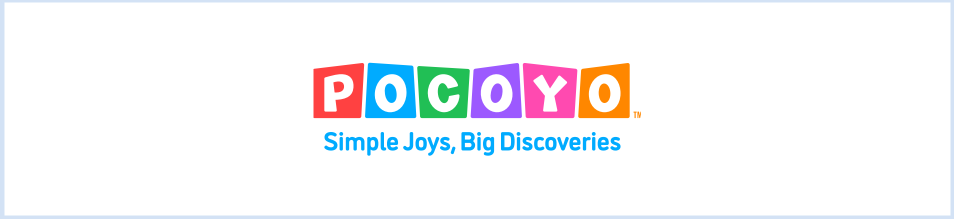
FSDU - Header card



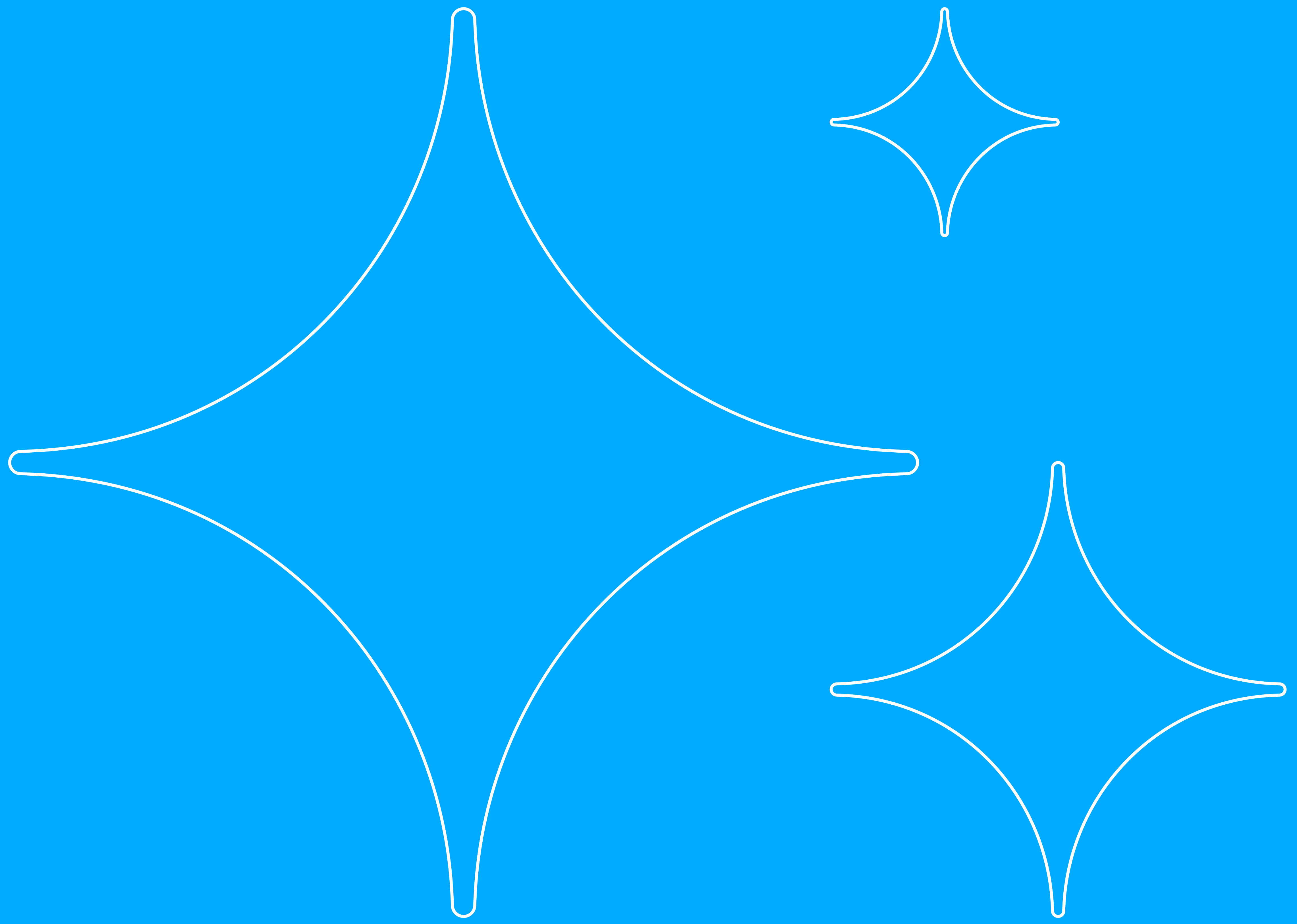
FSDU - Shelf strip


POCOYO
POCOYO
POCOYO

FSDU - Footer


POCOYO
Simple Joys, Big Discoveries

Product Inspiration

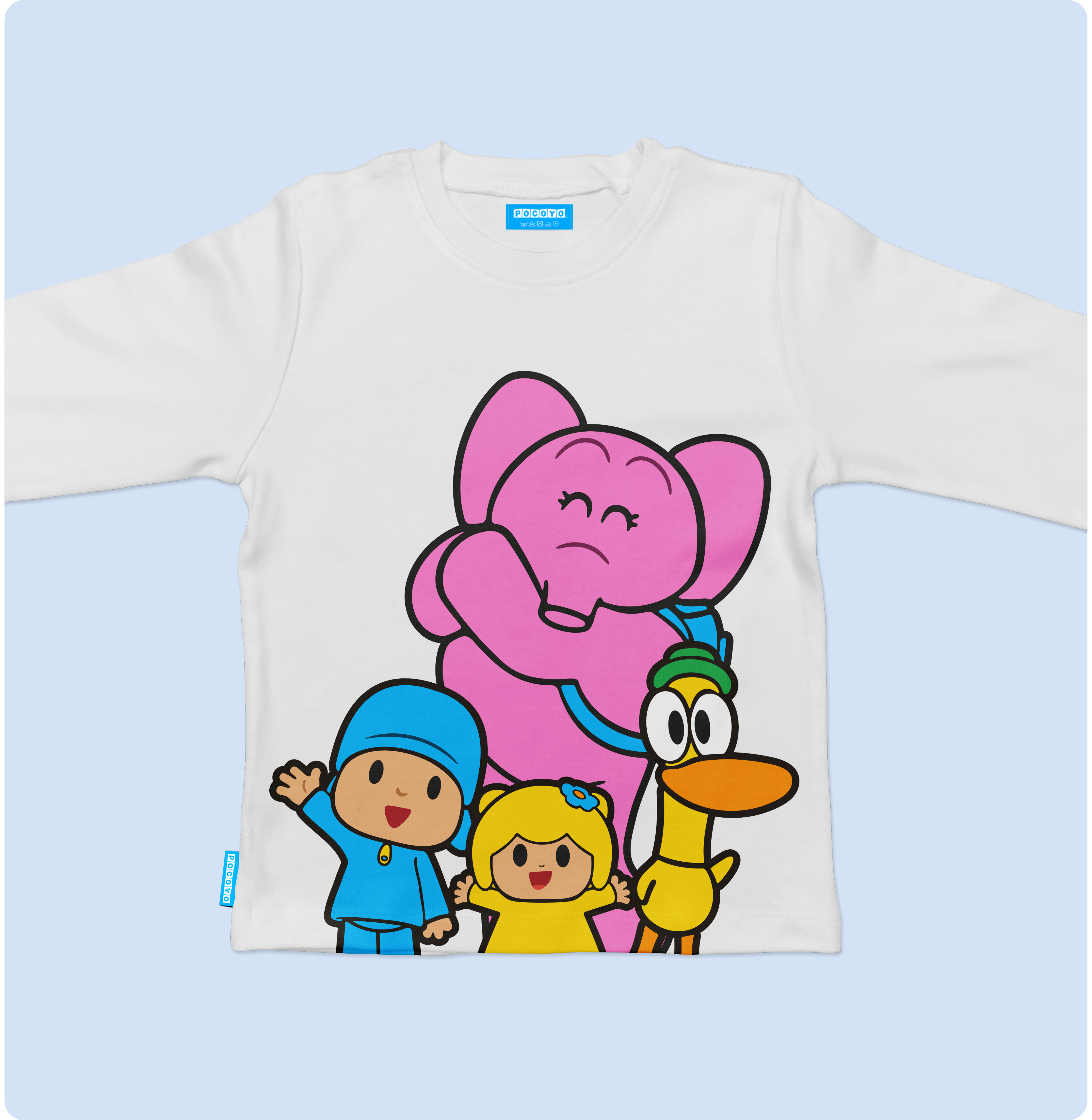


These product inspirations are examples of how to express and apply our brand. Each application reflects our identity and shows how it adapts to various formats. These examples guide us in ensuring the brand is communicated authentically and consistently.

T–shirts

T–shirts

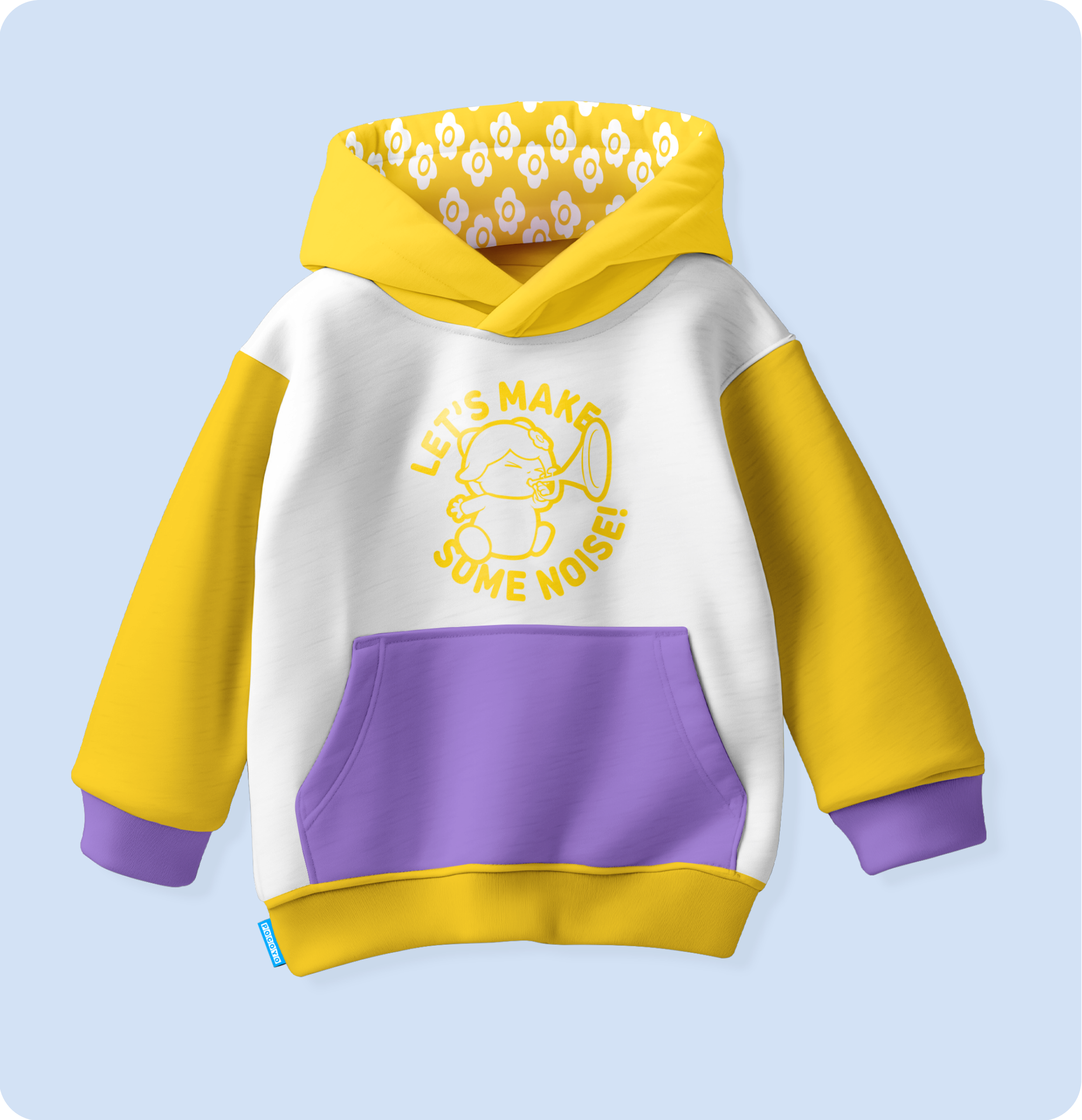
T-shirts

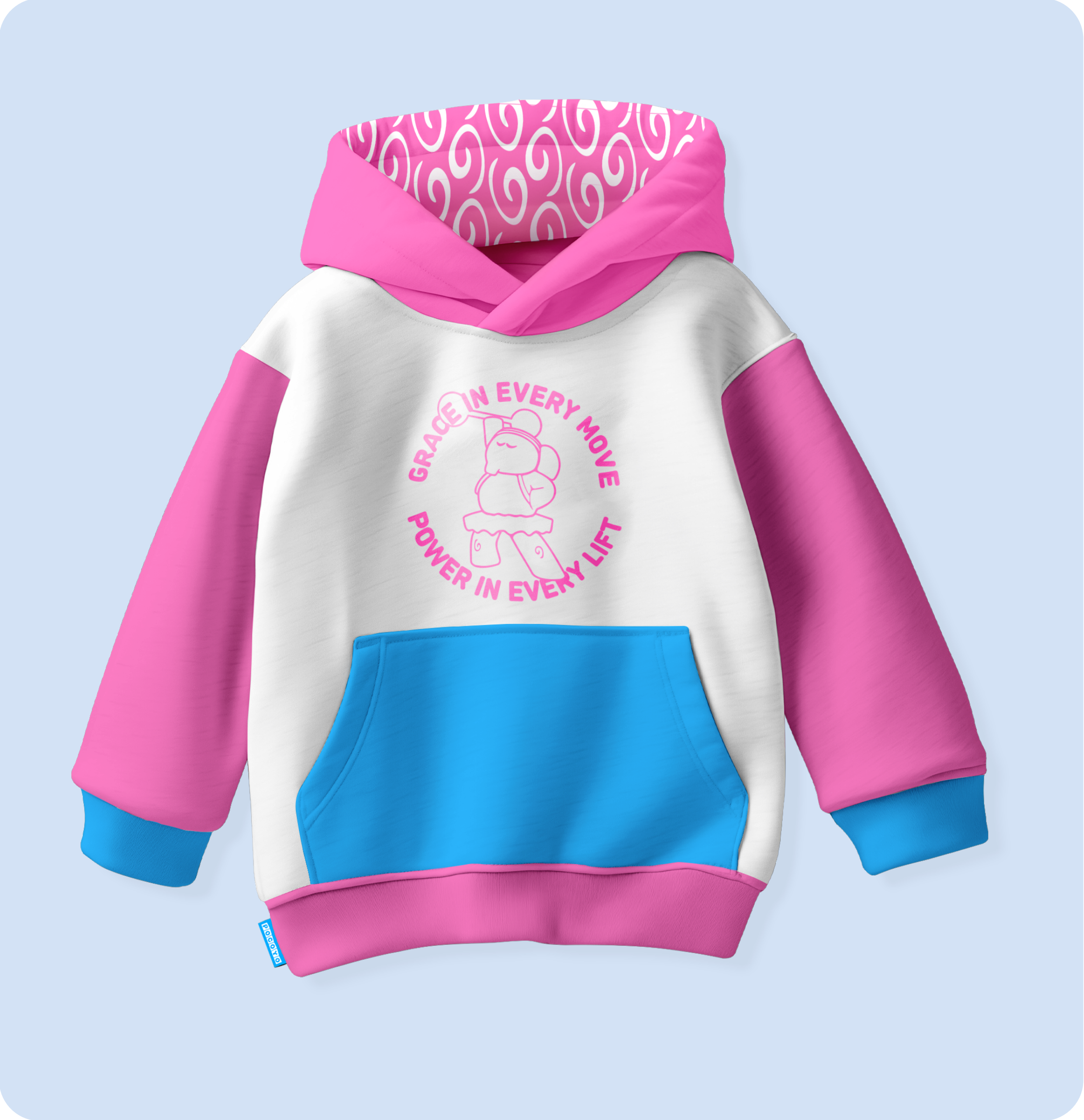


Sweatshirt

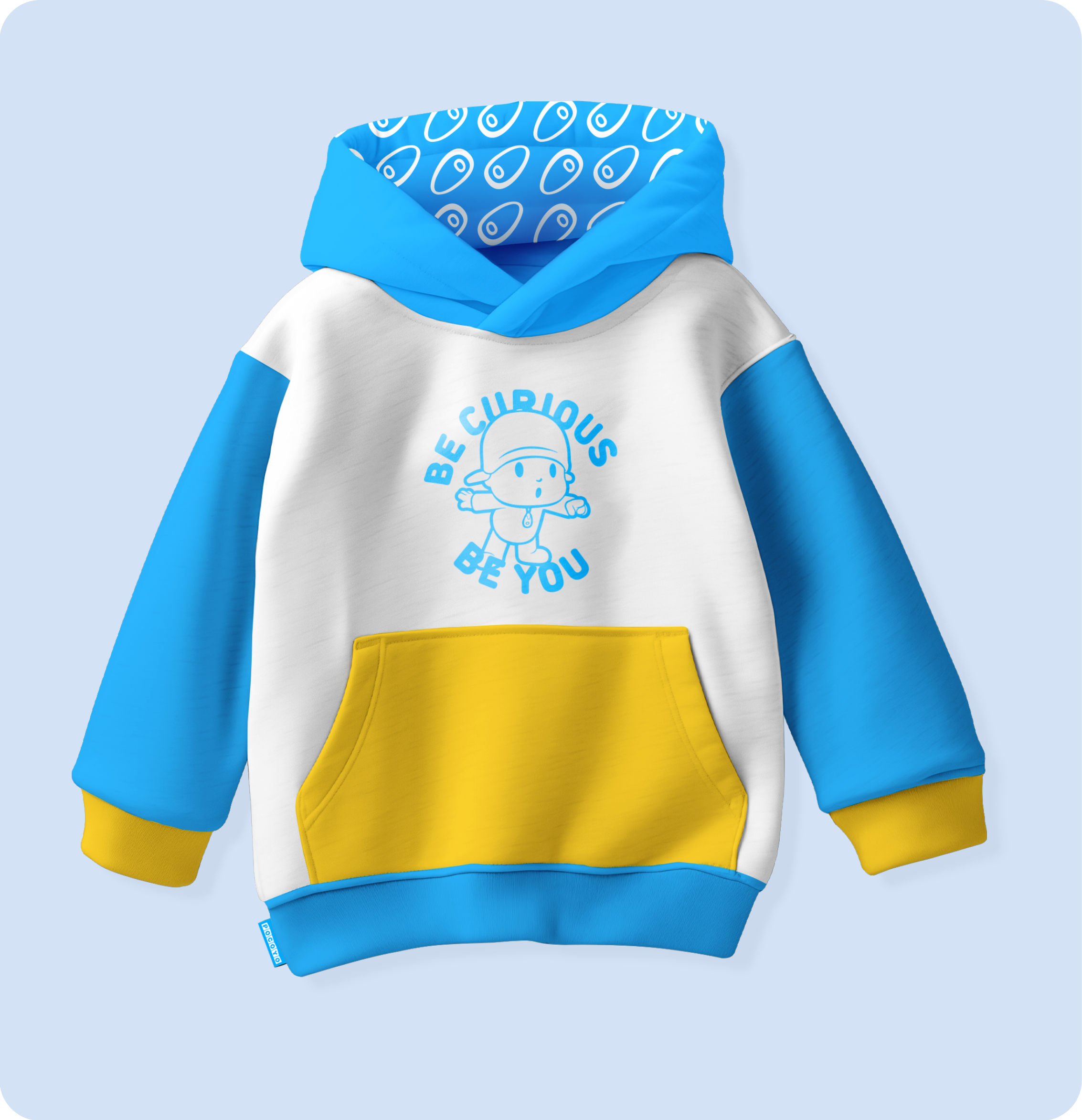
PRODUCT INSPIRATION

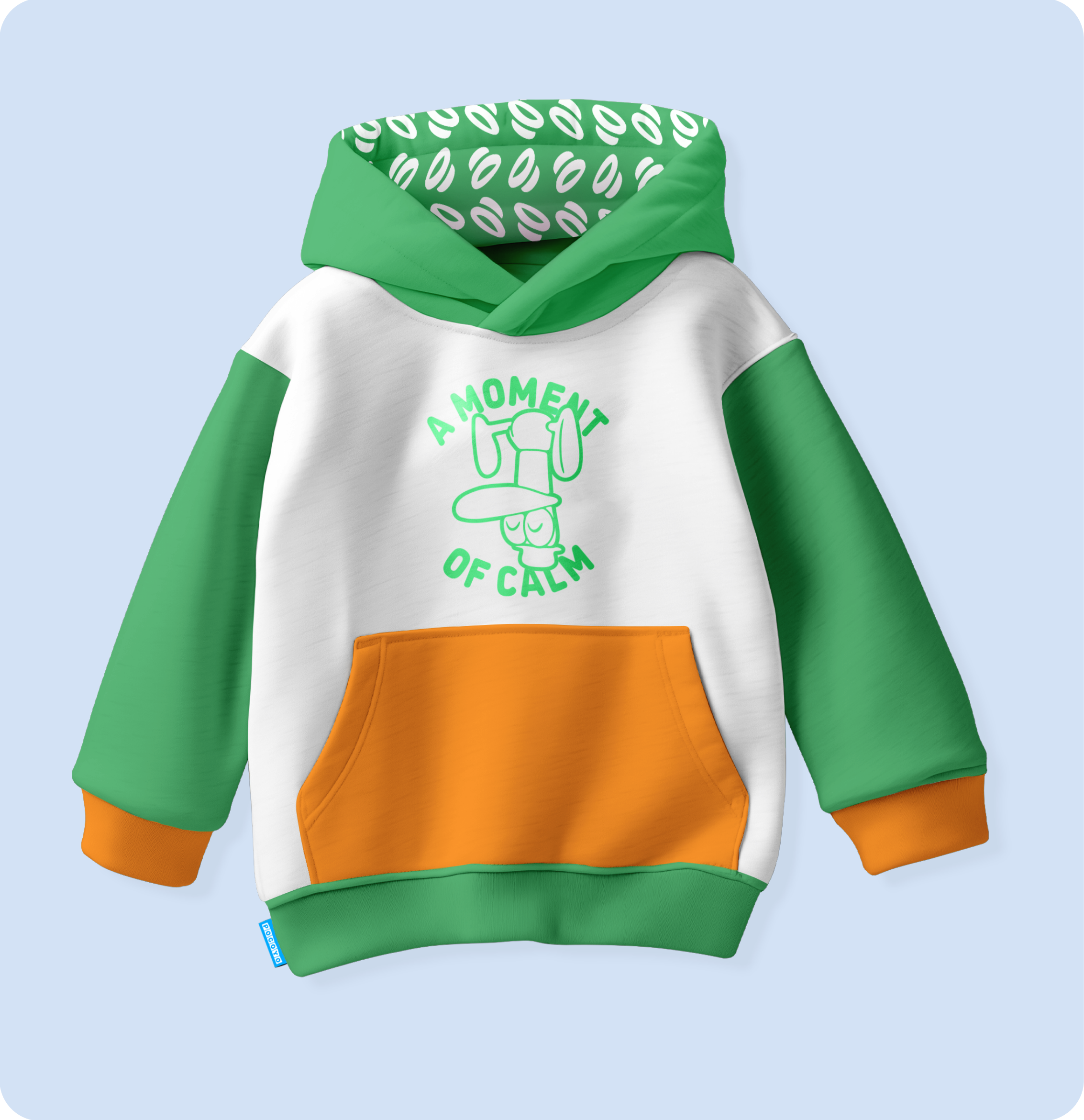
Sweatshirt


LET'S MAKE
SOME NOISE!

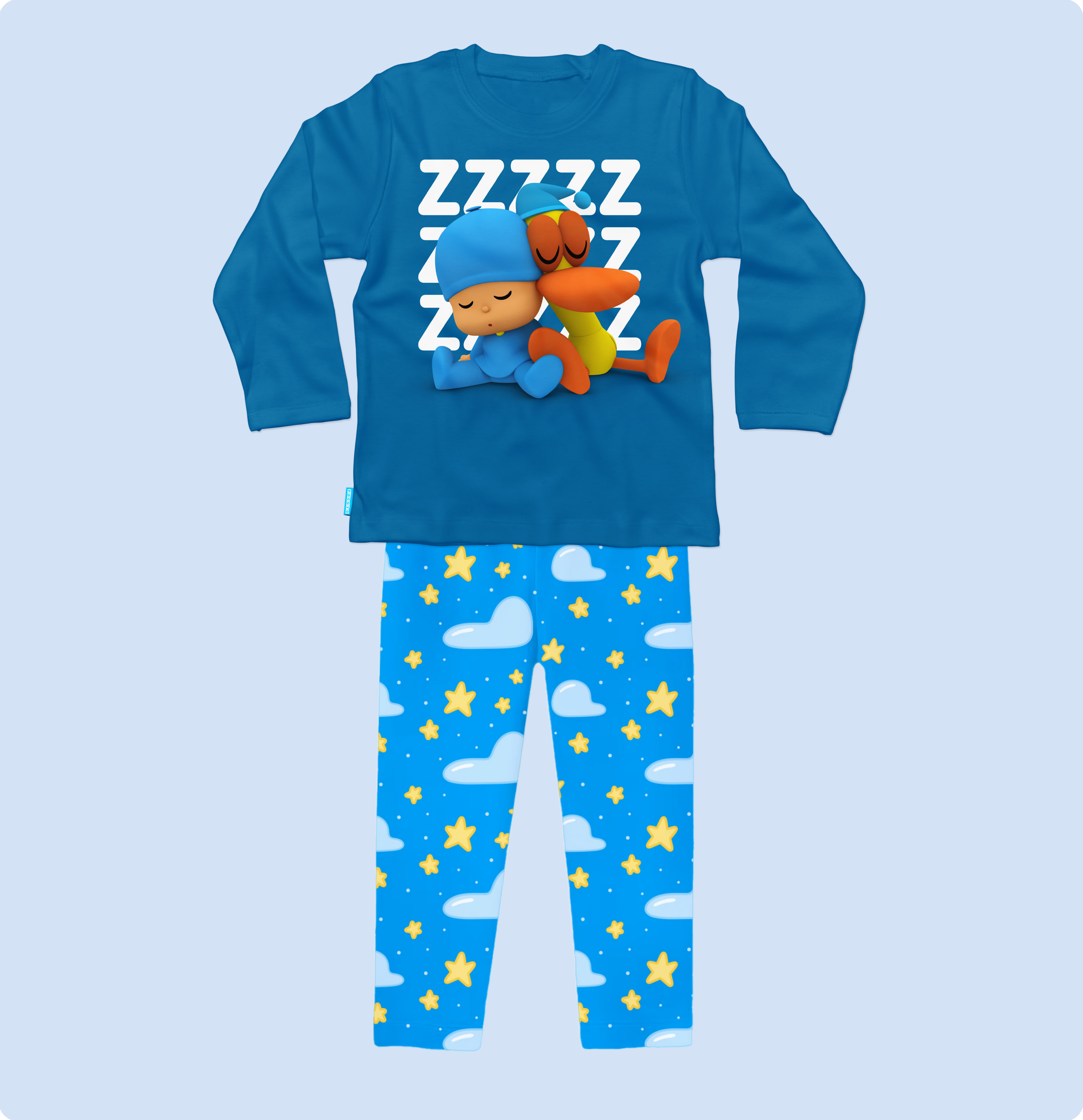

GRACE IN EVERY MOVE
POWER IN EVERY LIFT

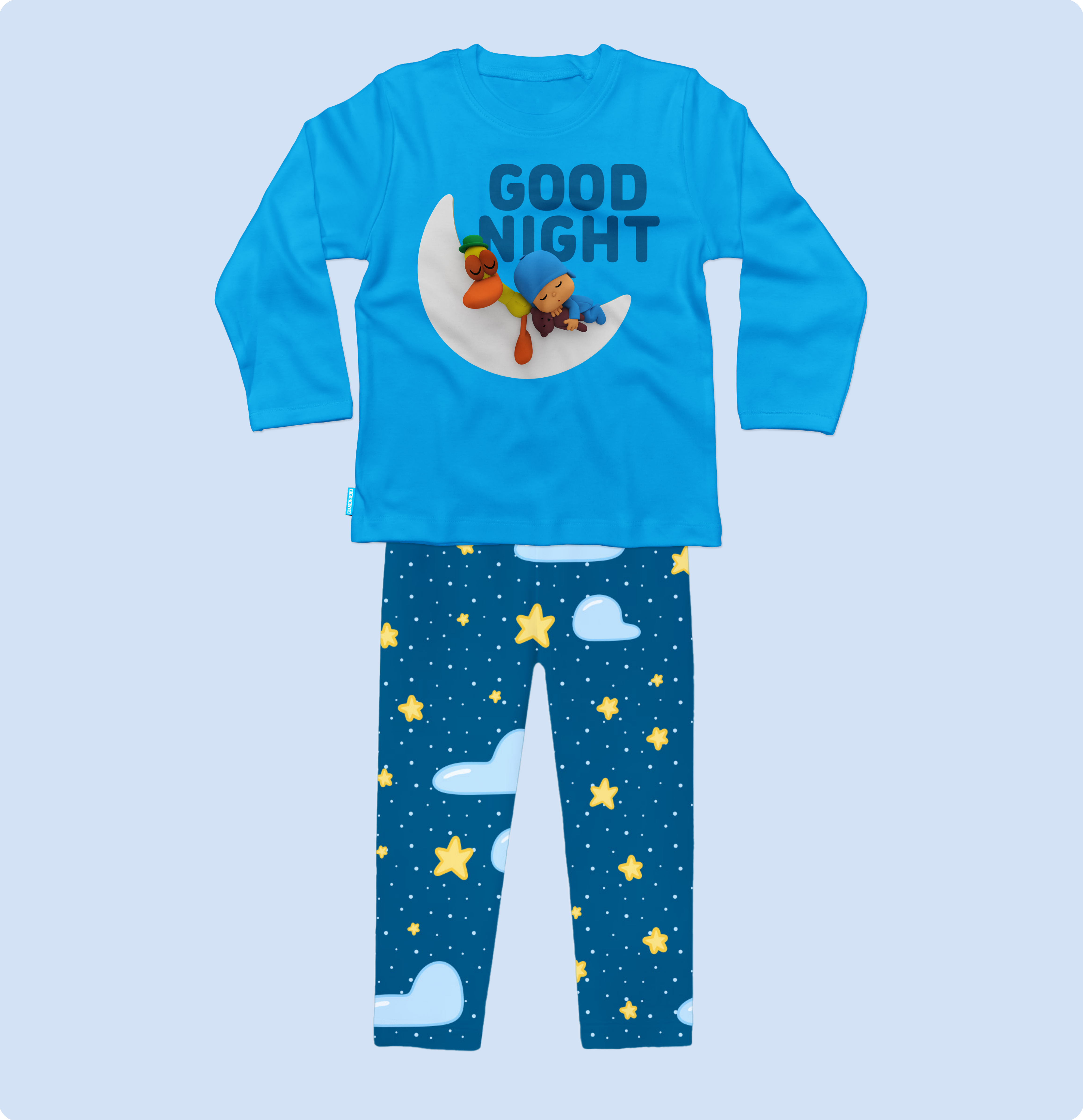
LET'S MAKE
SOME NOISE!


BE CURIOUS
BE YOU

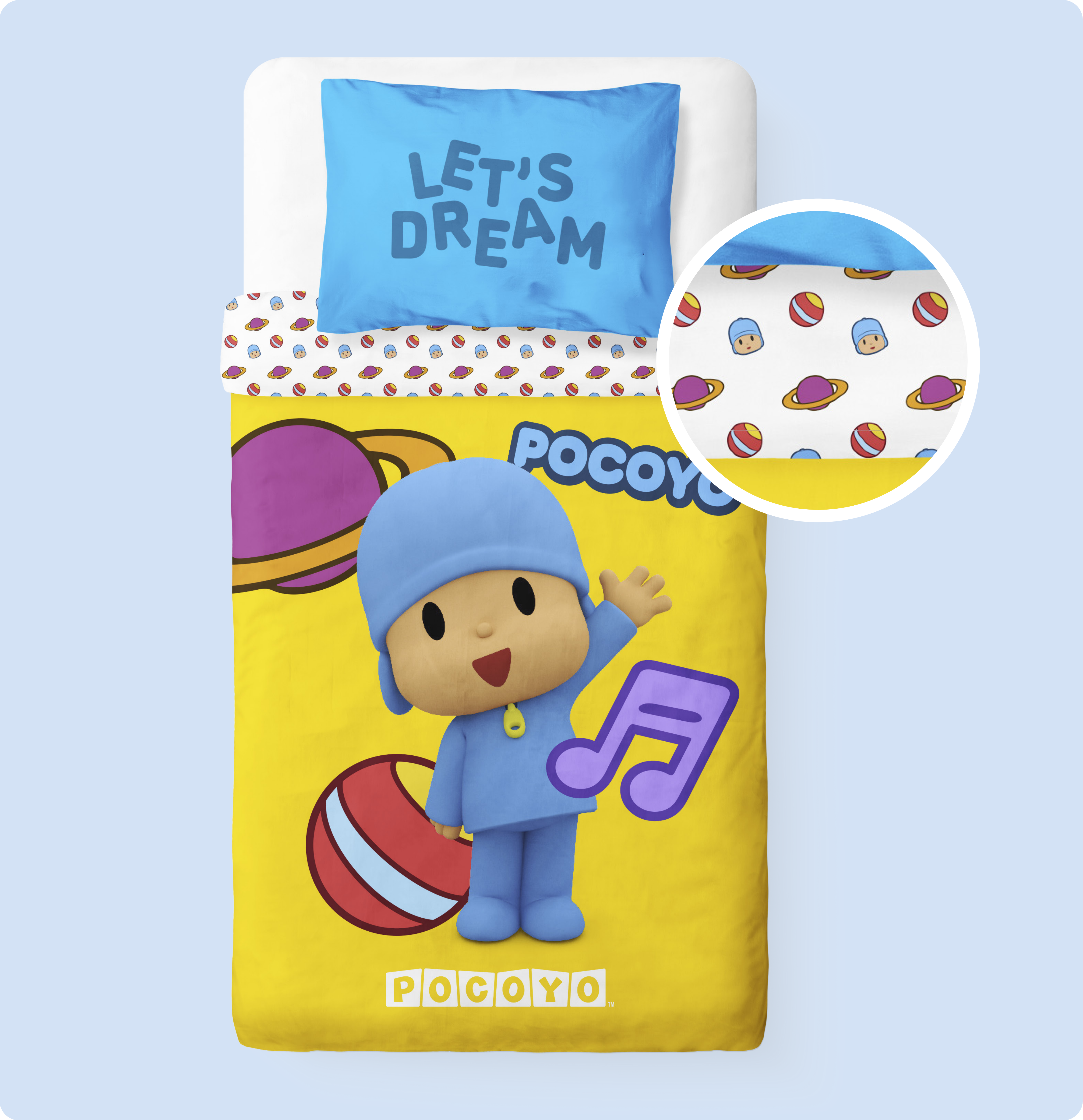

A MOMENT
OF CALM

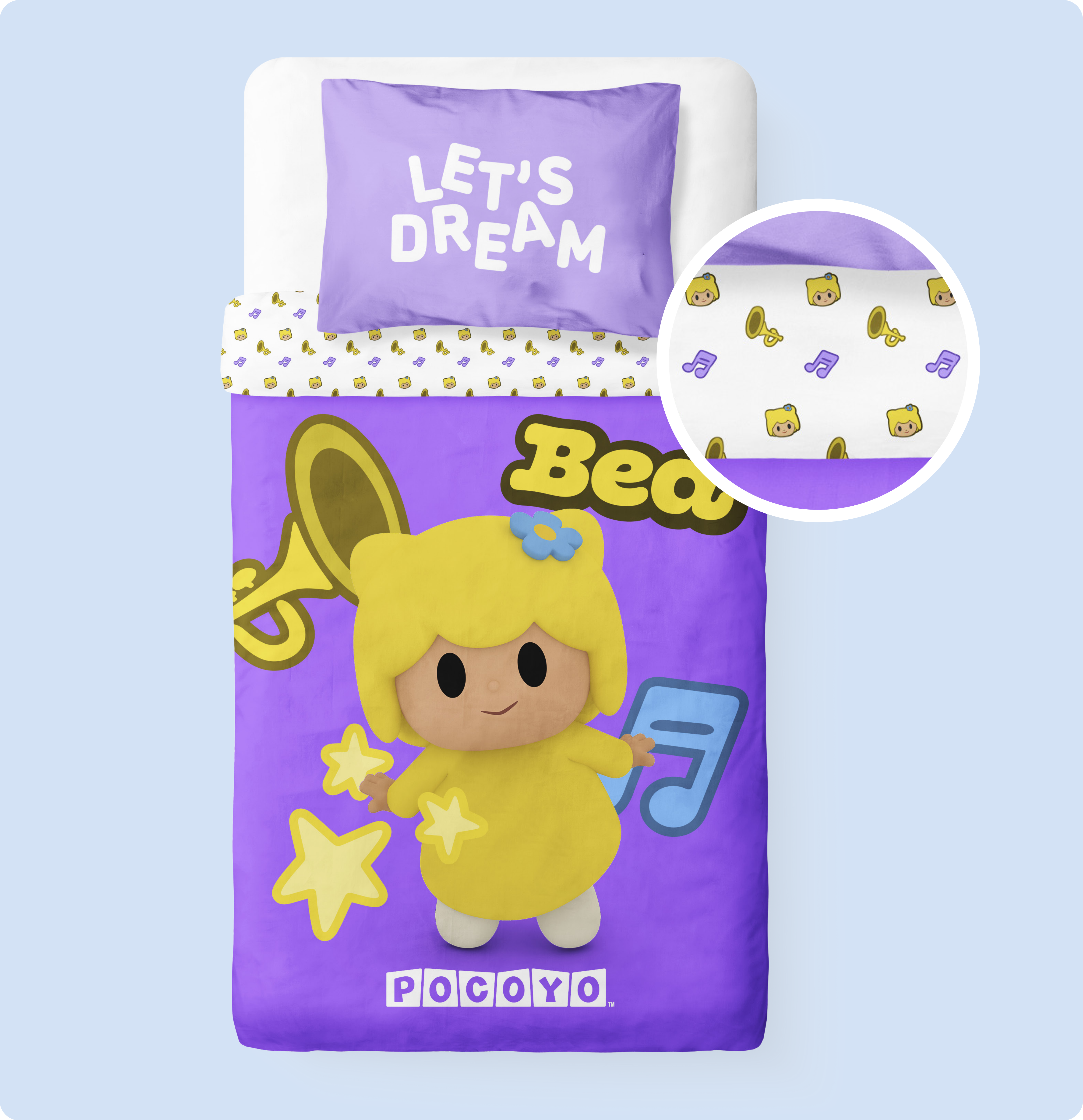
Pijamas


ZZZZZ
ZZZZZ
ZZZZZ

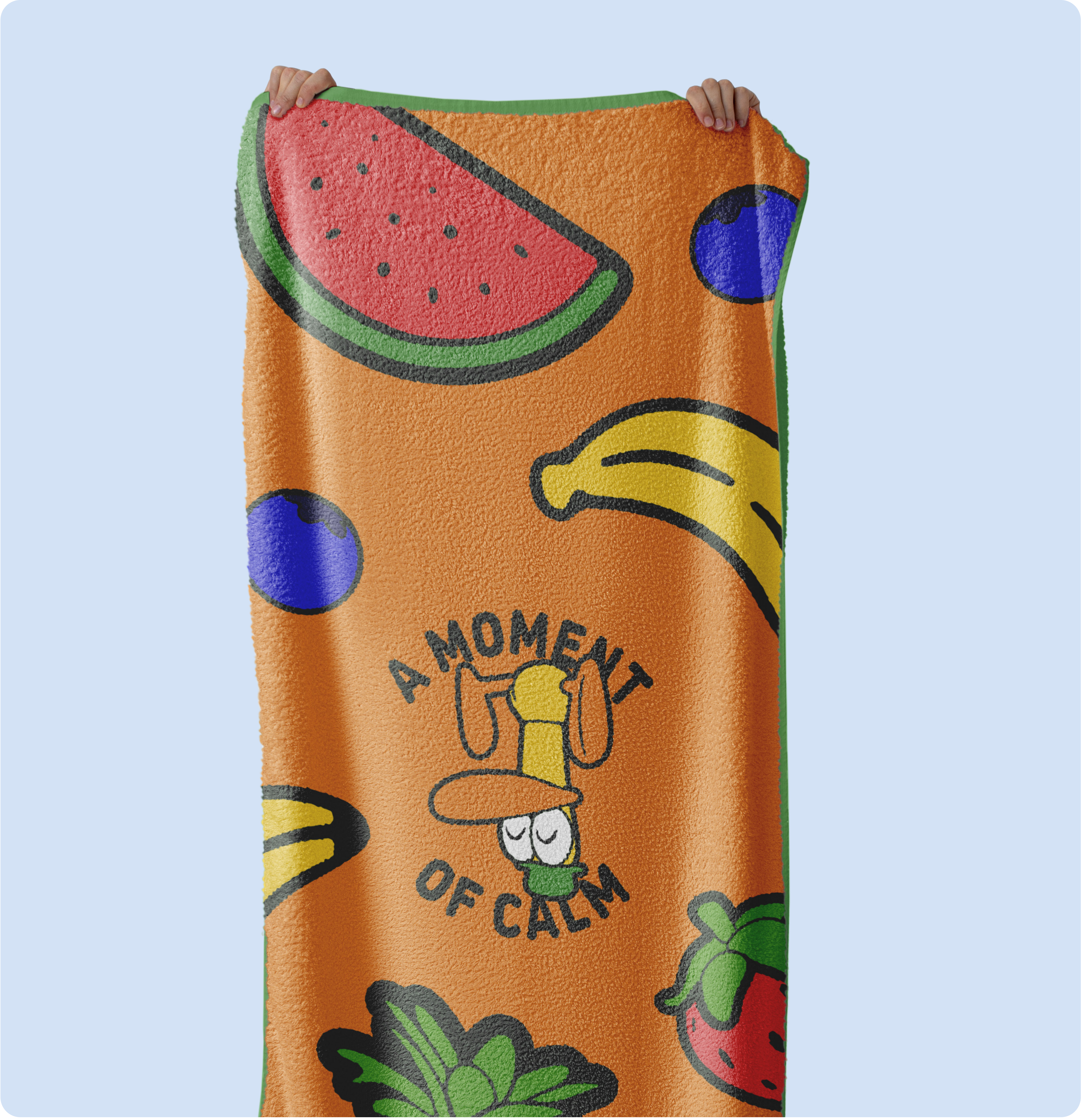


Bed linen

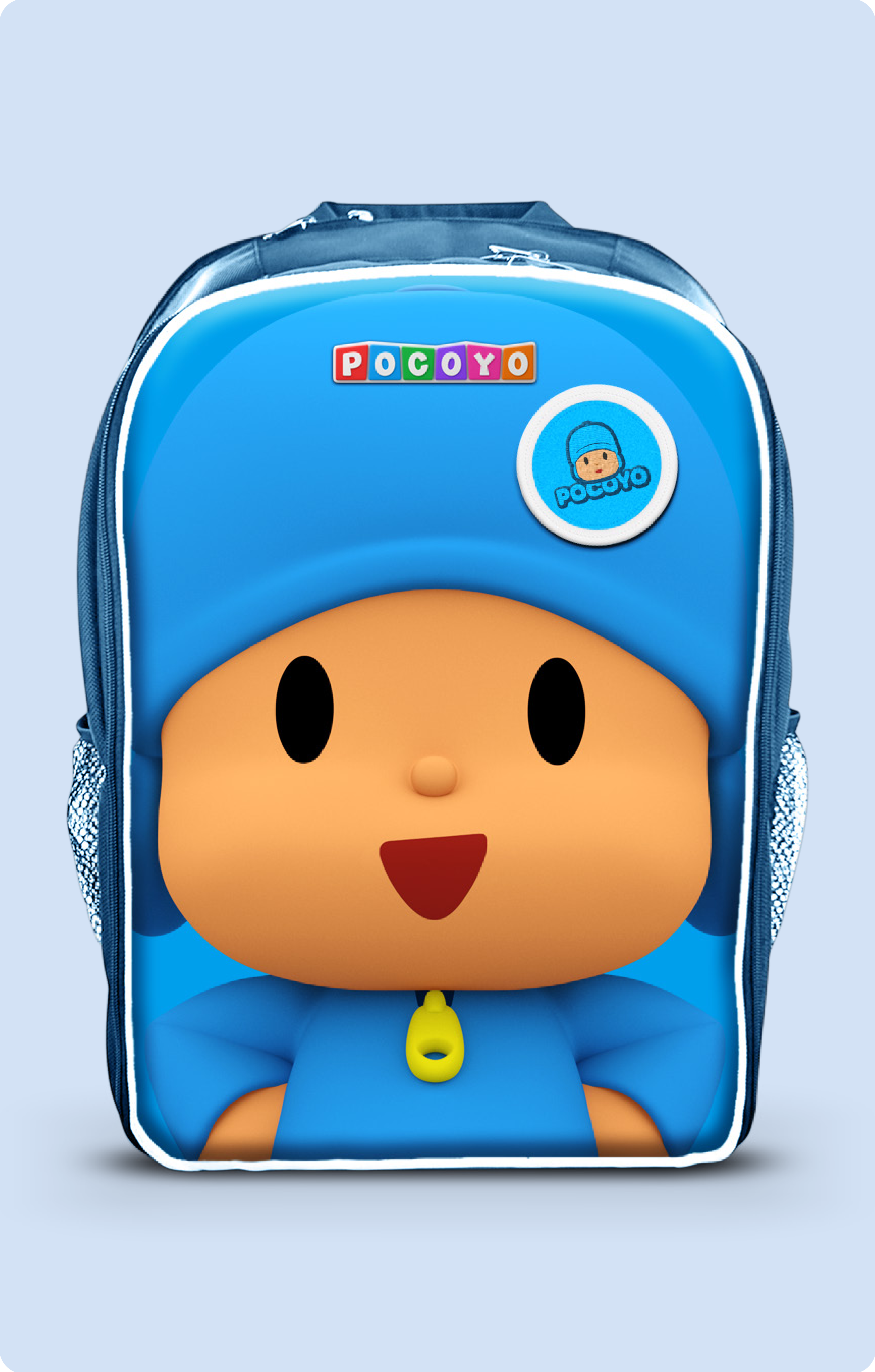

LET'S DREAM
POCOYO
POCOYO

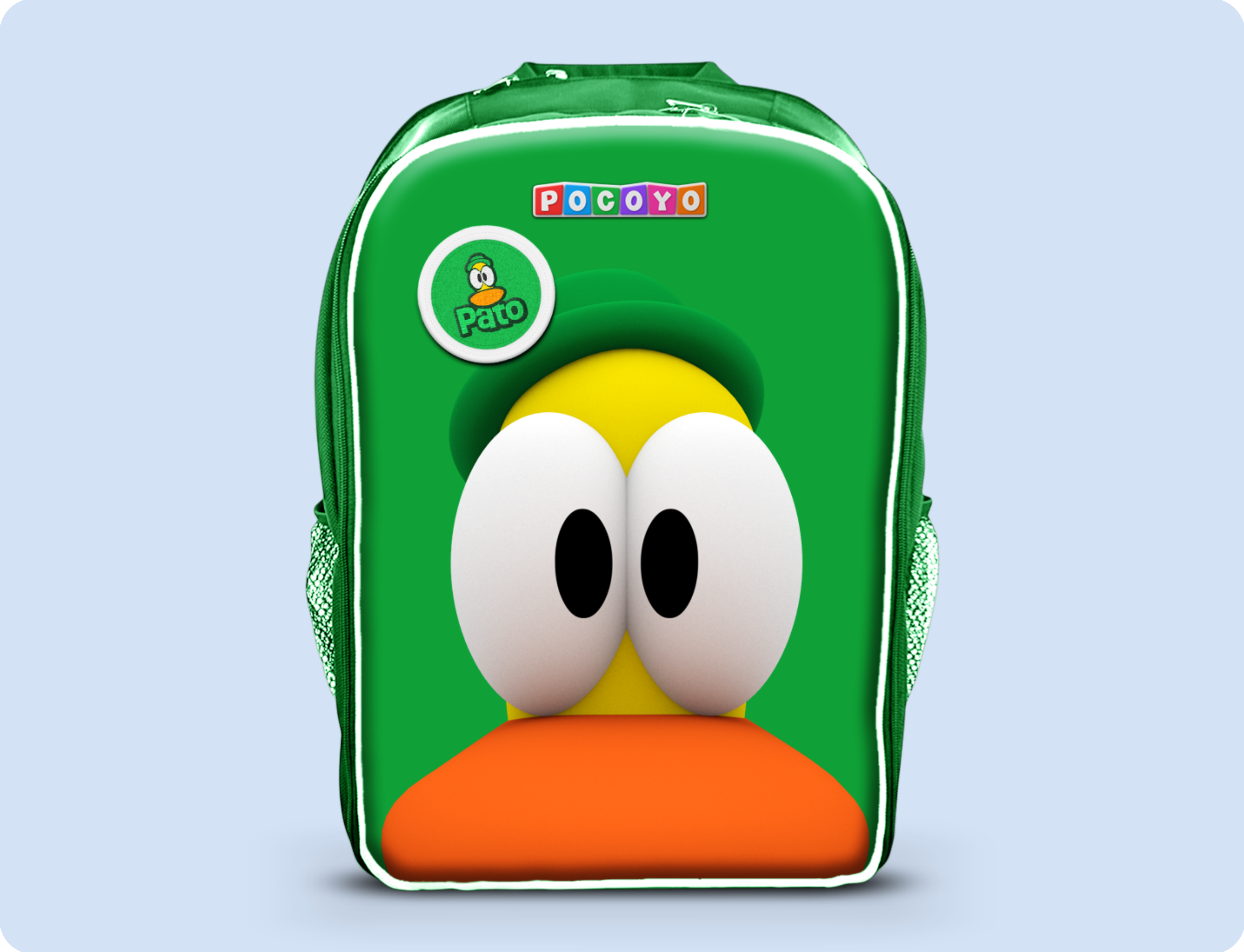

LET'S DREAM
Bea
POCOYO

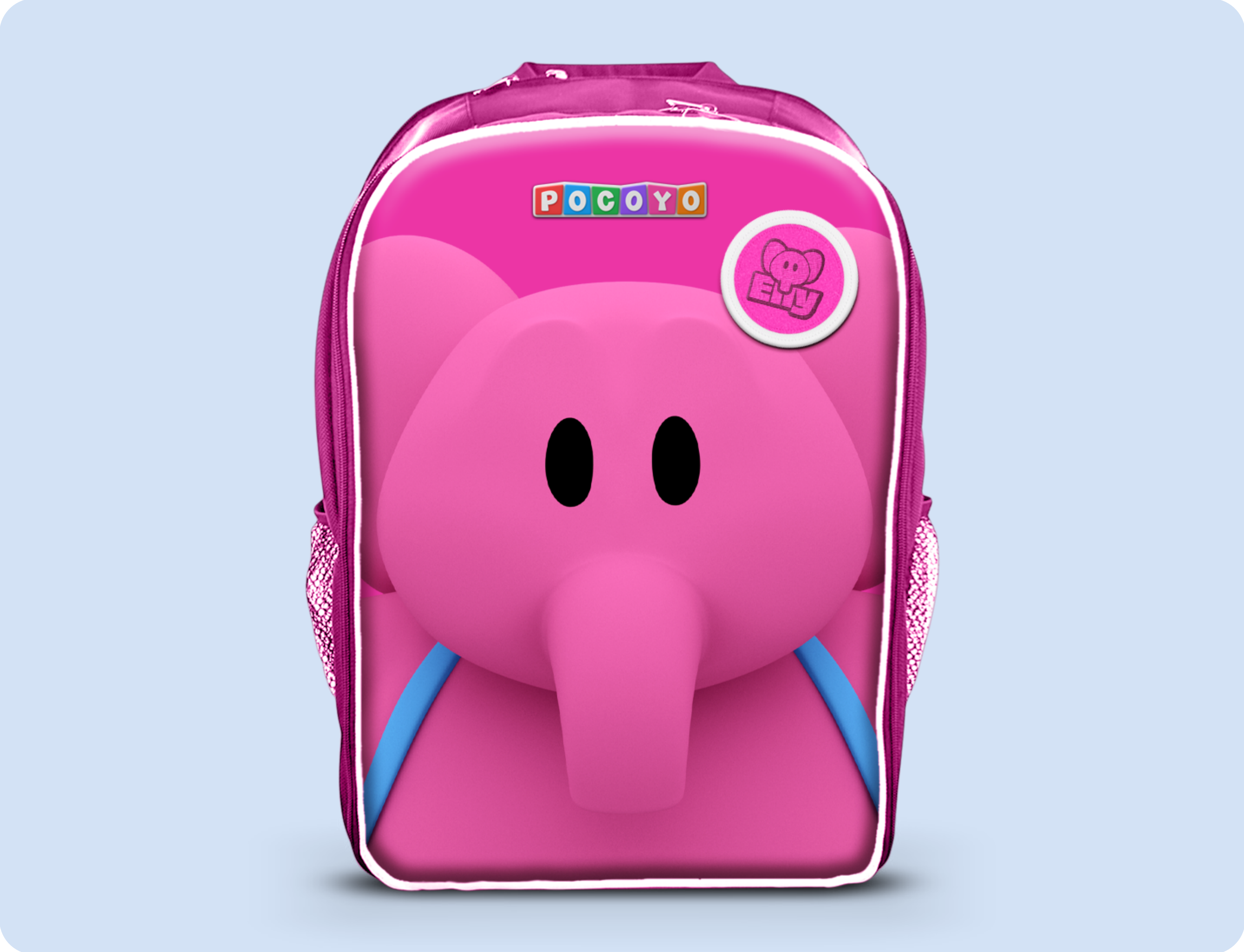
Pool and Beach

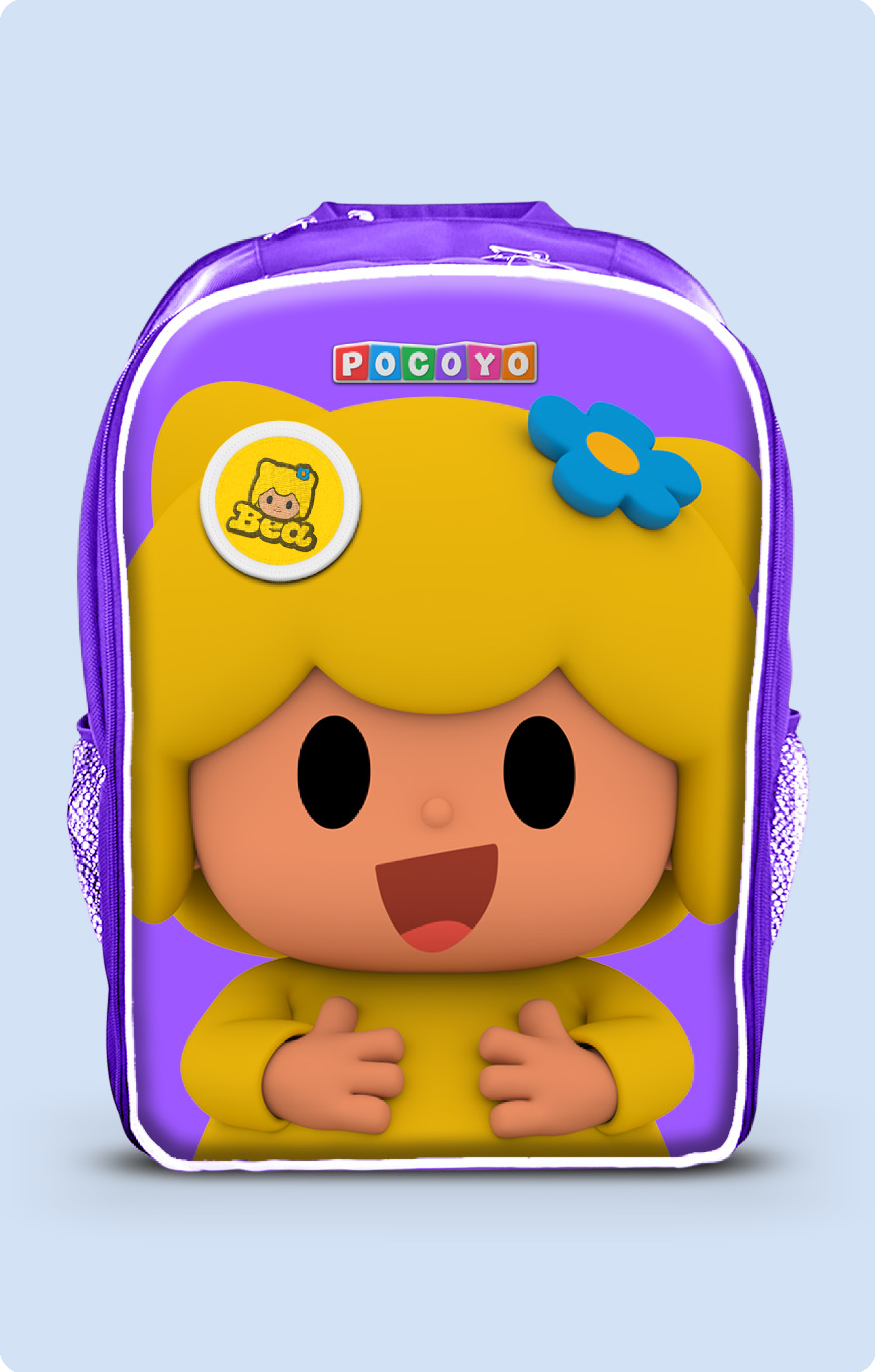

A MOMENT
OF CALM

Back to School

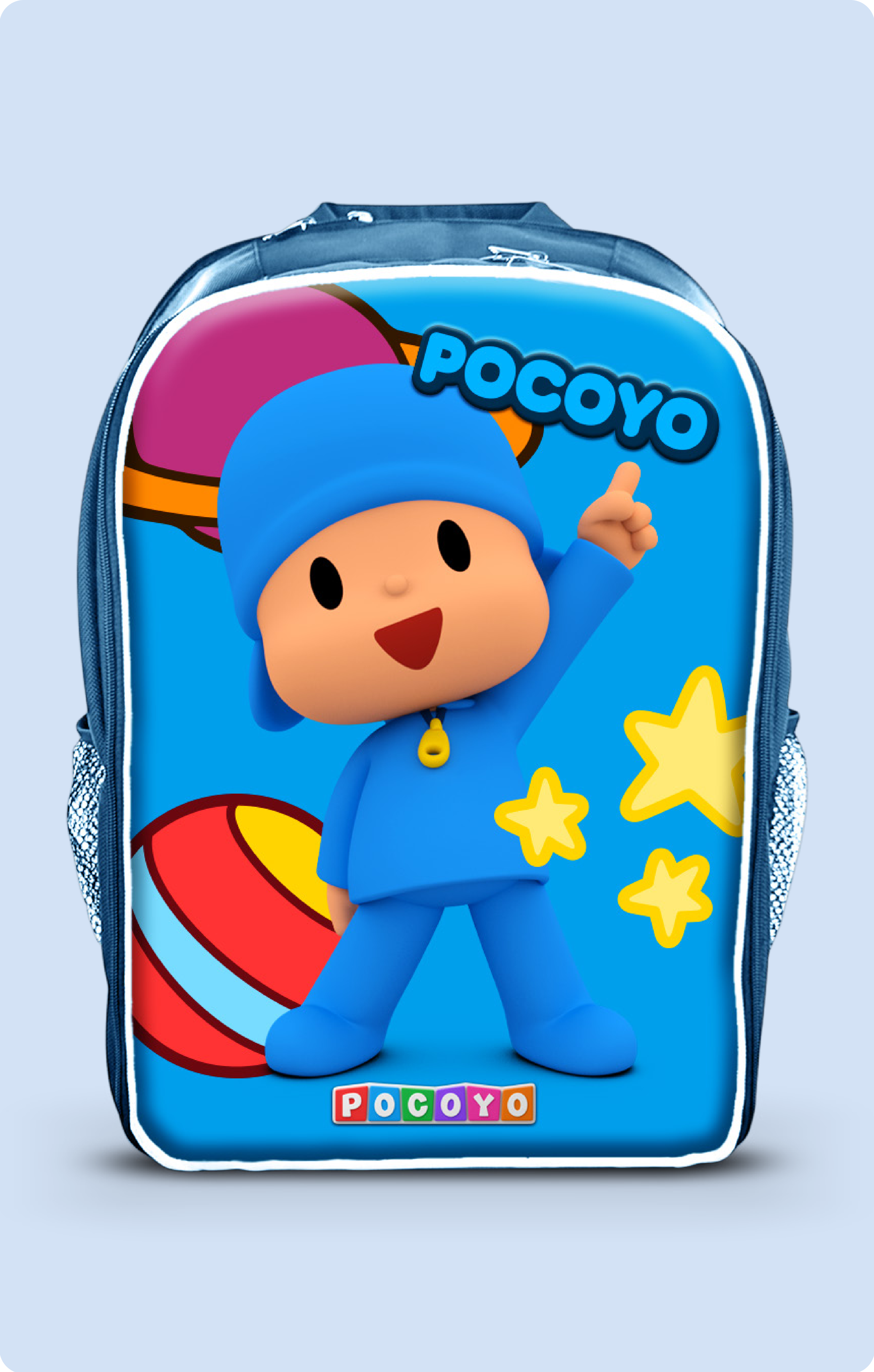

POCOYO
POCOYO

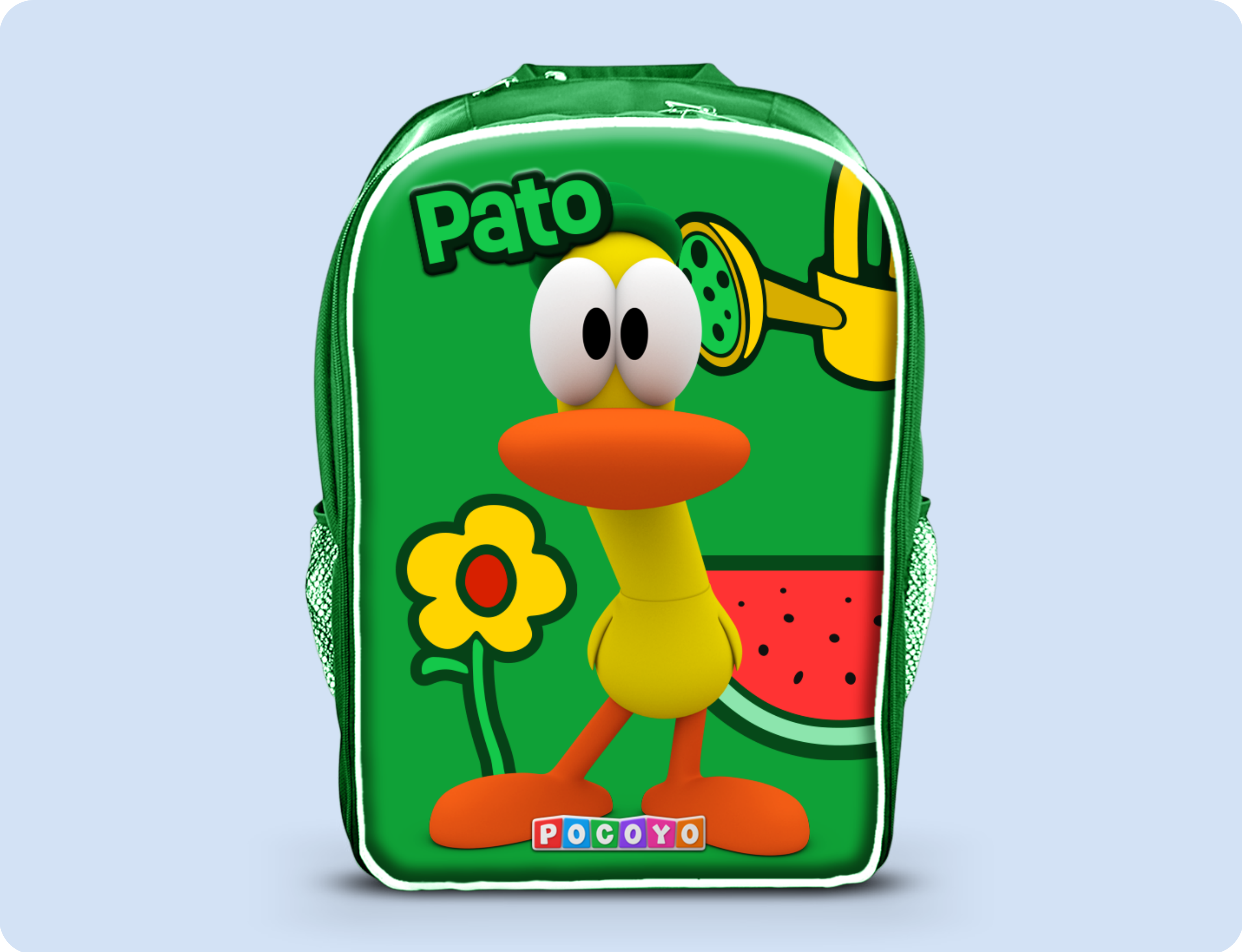

POCOYO
Pato

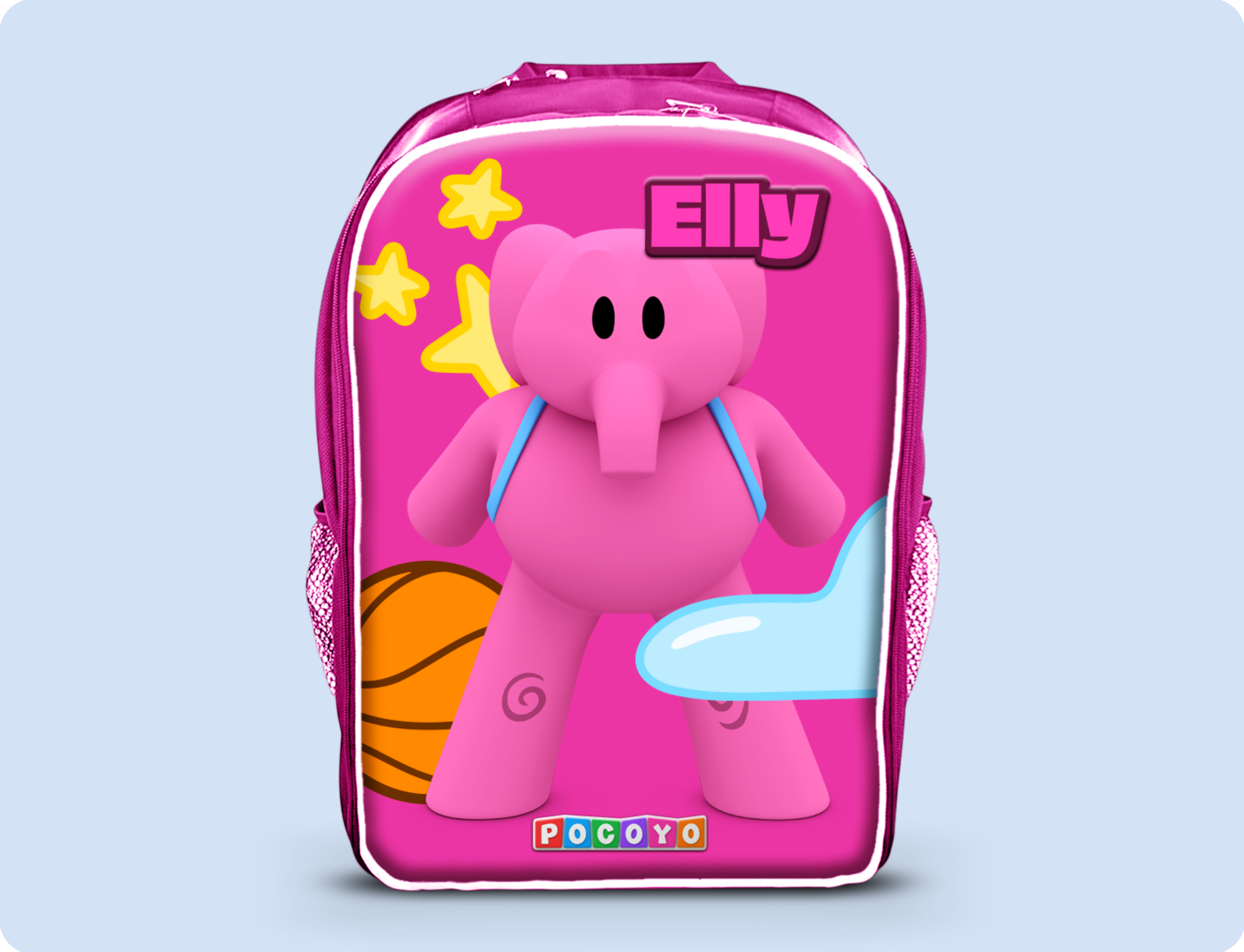

POCOYO
Elly

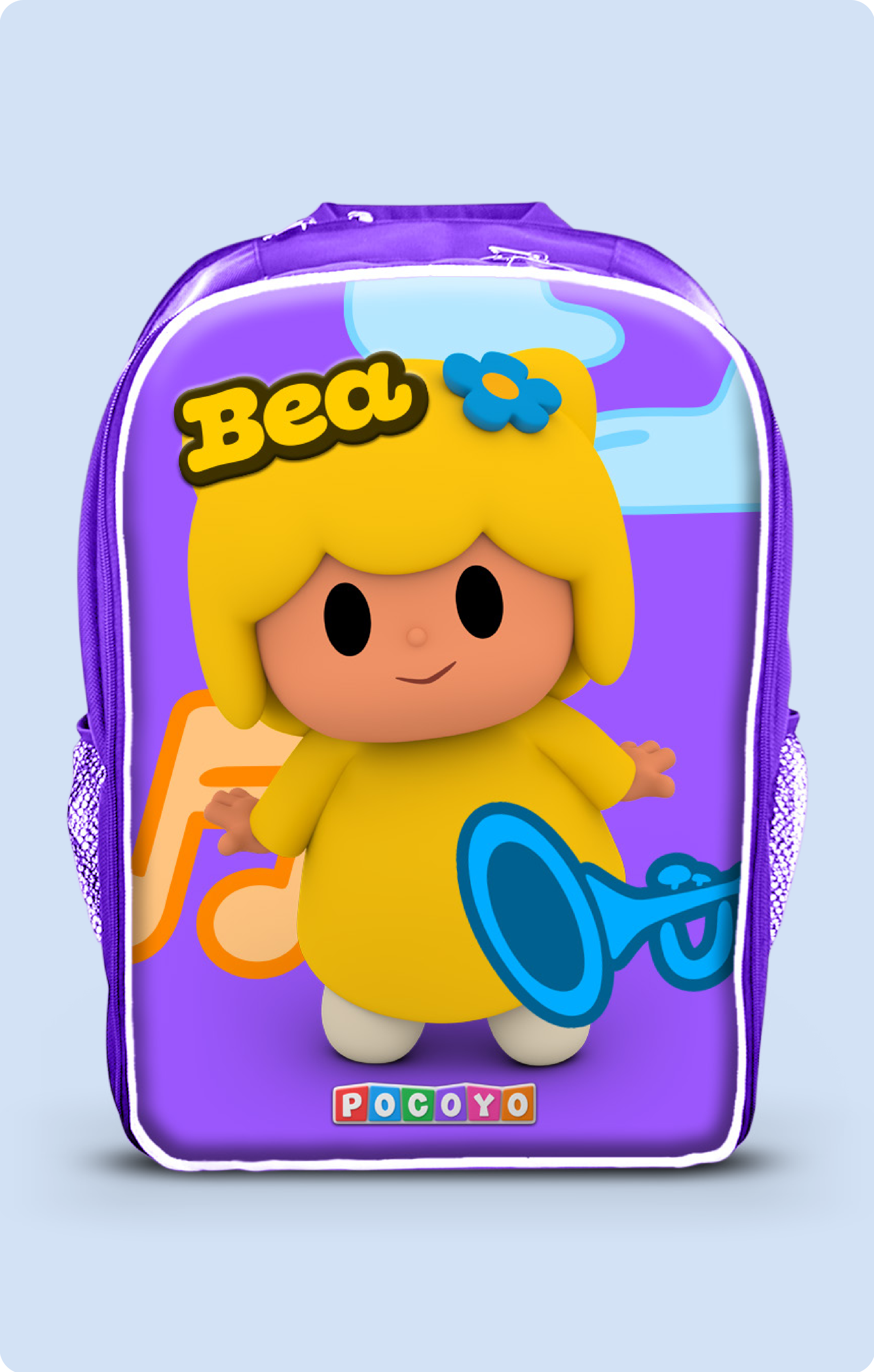


Back to School

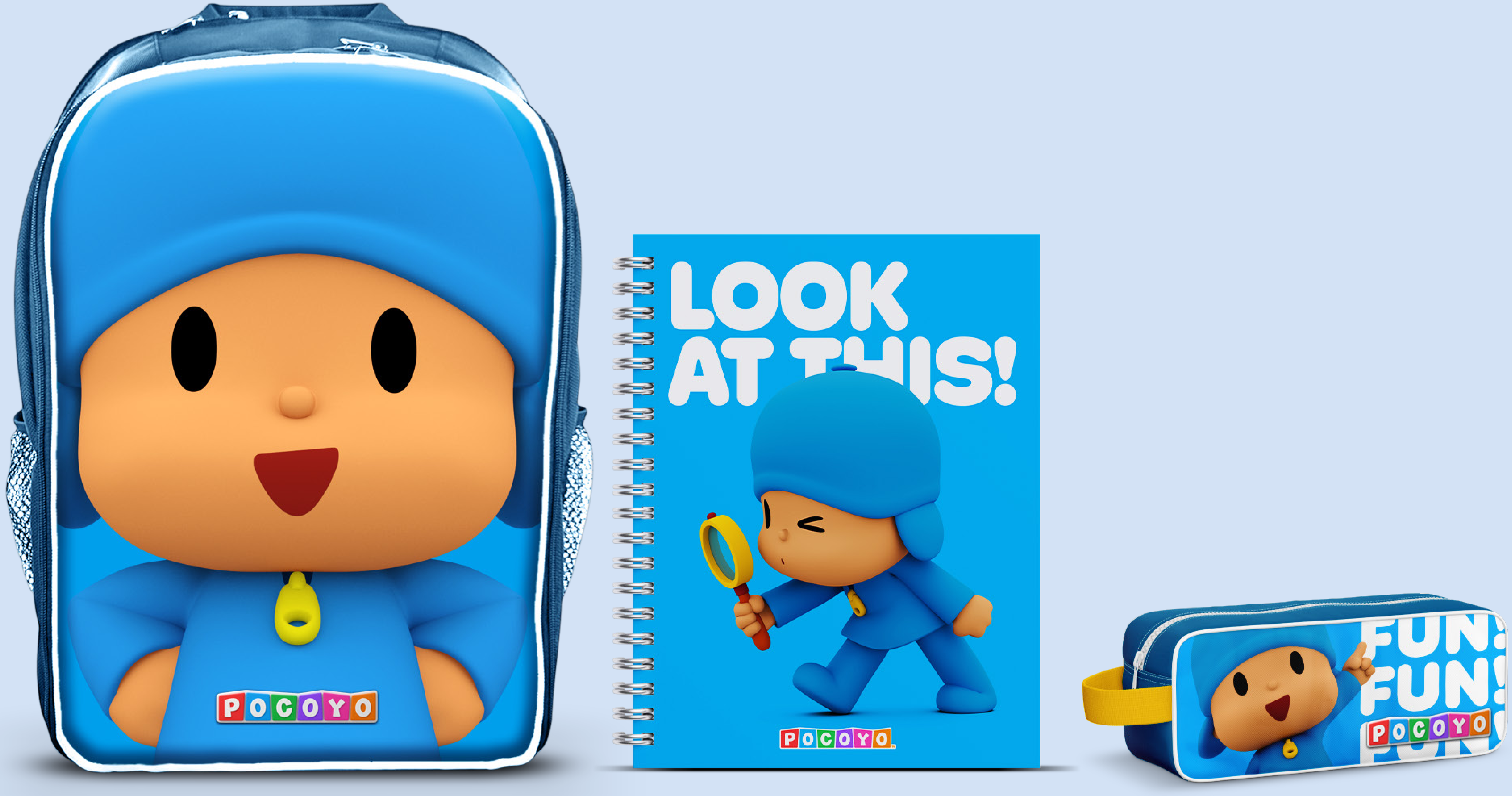

POCOYO
POCOYO


Pato
POCOYO

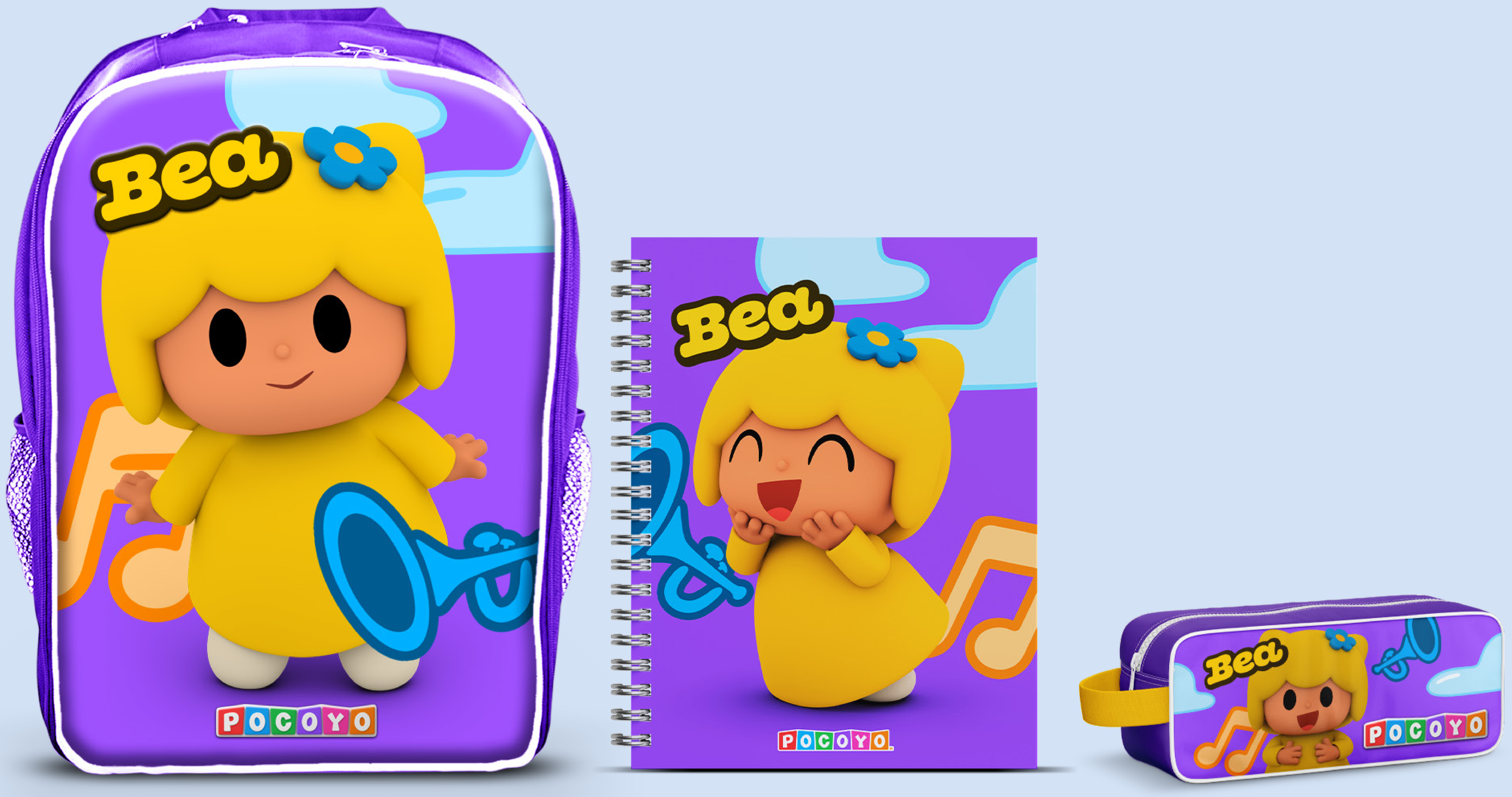

Elly
POCOYO



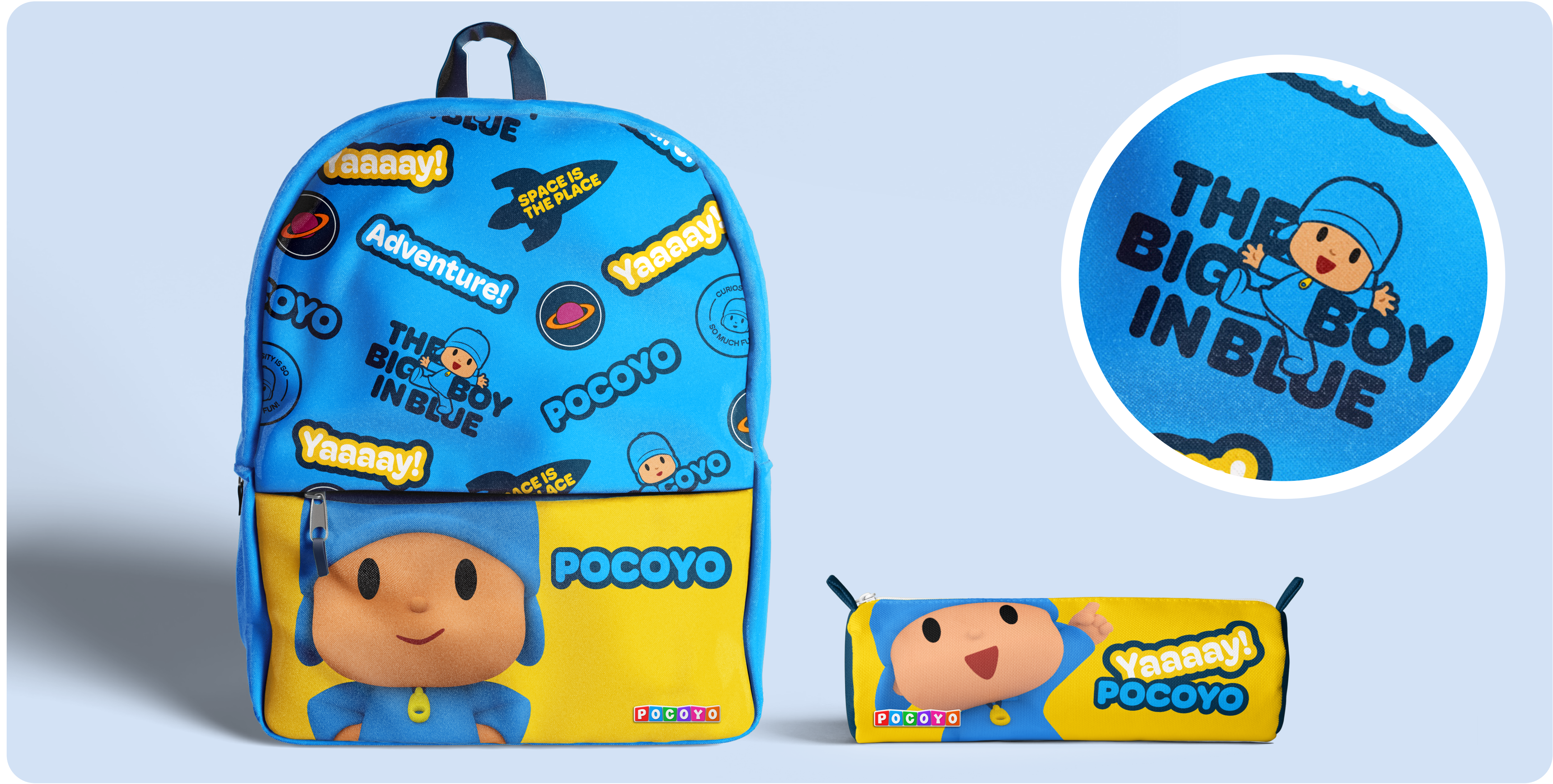
Back to School

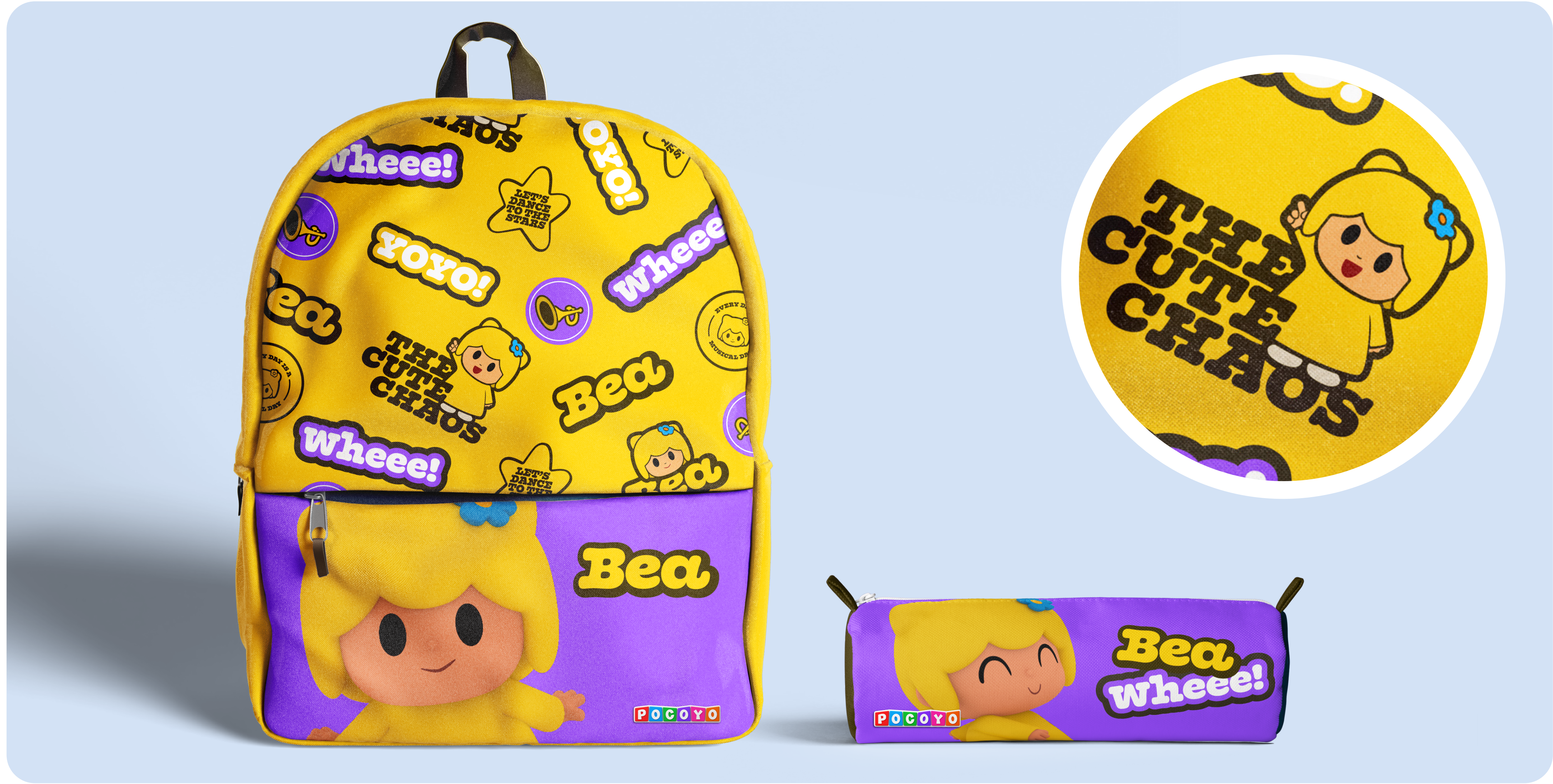

LOOK AT THIS!
POCOYO
FUN! FUN!
POCOYO
POCOYO

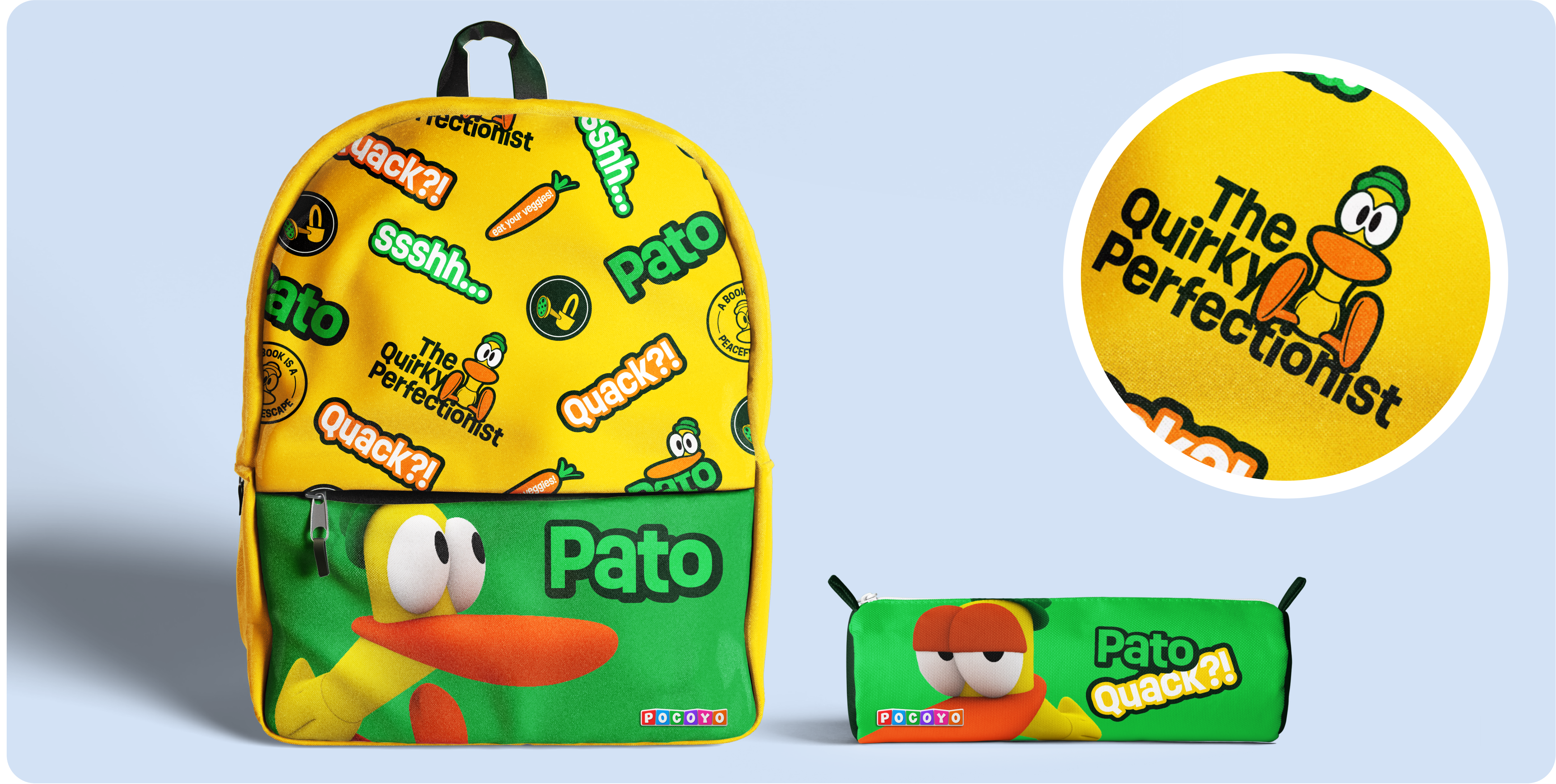
Back to School

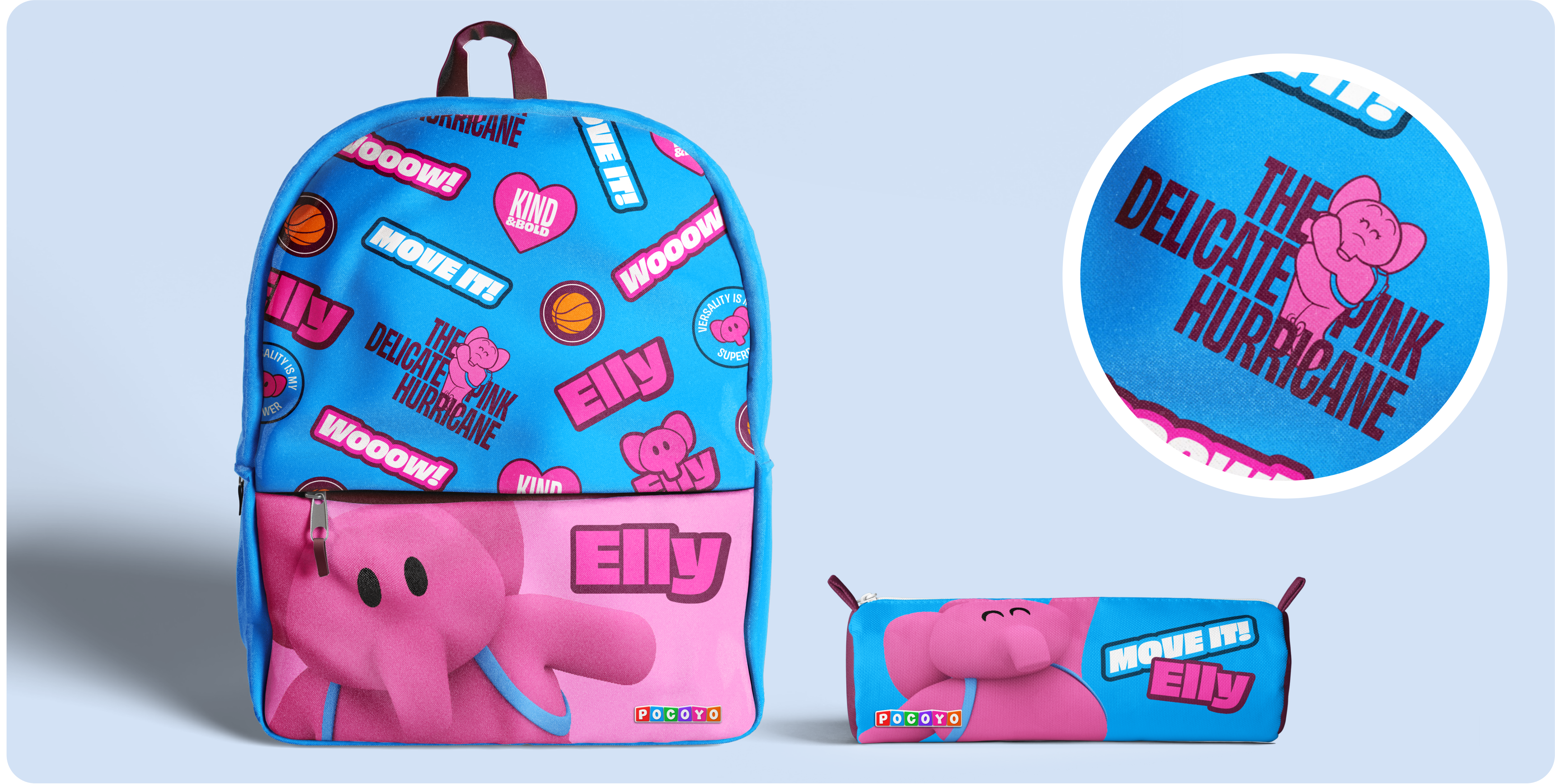

Bea
POCOYO
Bea
POCOYO
Bea
POCOYO

Back to School


THE BIG BOY IN BLUE
Yaaaay!
Adventure!
SPACE IS THE PLACE
POCOYO
Yaaaay! POCOYO


THE CUTE CHAOS
Wheee!
YOYO!
Bea
Bea wheee!


The Quirky Perfectionist
Quack?!
ssshh...
Pato
Pato Quack?!


THE DELICATE PINK HURRICANE
Wooow!
MOVE IT!
KIND & BOLD
Elly
MOVE IT! Elly

PRODUCT INSPIRATION

Homeware

POCOYO
POCOYO

EAT FRUIT & VEGGIES
POCOYO

YUMMY!
POCOYO

Health & Beauty

POCOYO
TOOTH PASTE
Dentífrico junior
100 ml
12h

POCOYO
BODY LOTION
Loción corporal
500 ml
CON OLOR A FRESA
POCOYO
BODY WASH
Gel de baño
750 ml
0%
POCOYO
SHAMPOO
Champú
150 ml
0%
POCOYO
SOFTENING CREAM
Acondicionador
100 ml
0%

Celebrations

BFF 4EVER!
BORN TO PARTY!
PARTY TIME!
SO FUN!
YEAH!

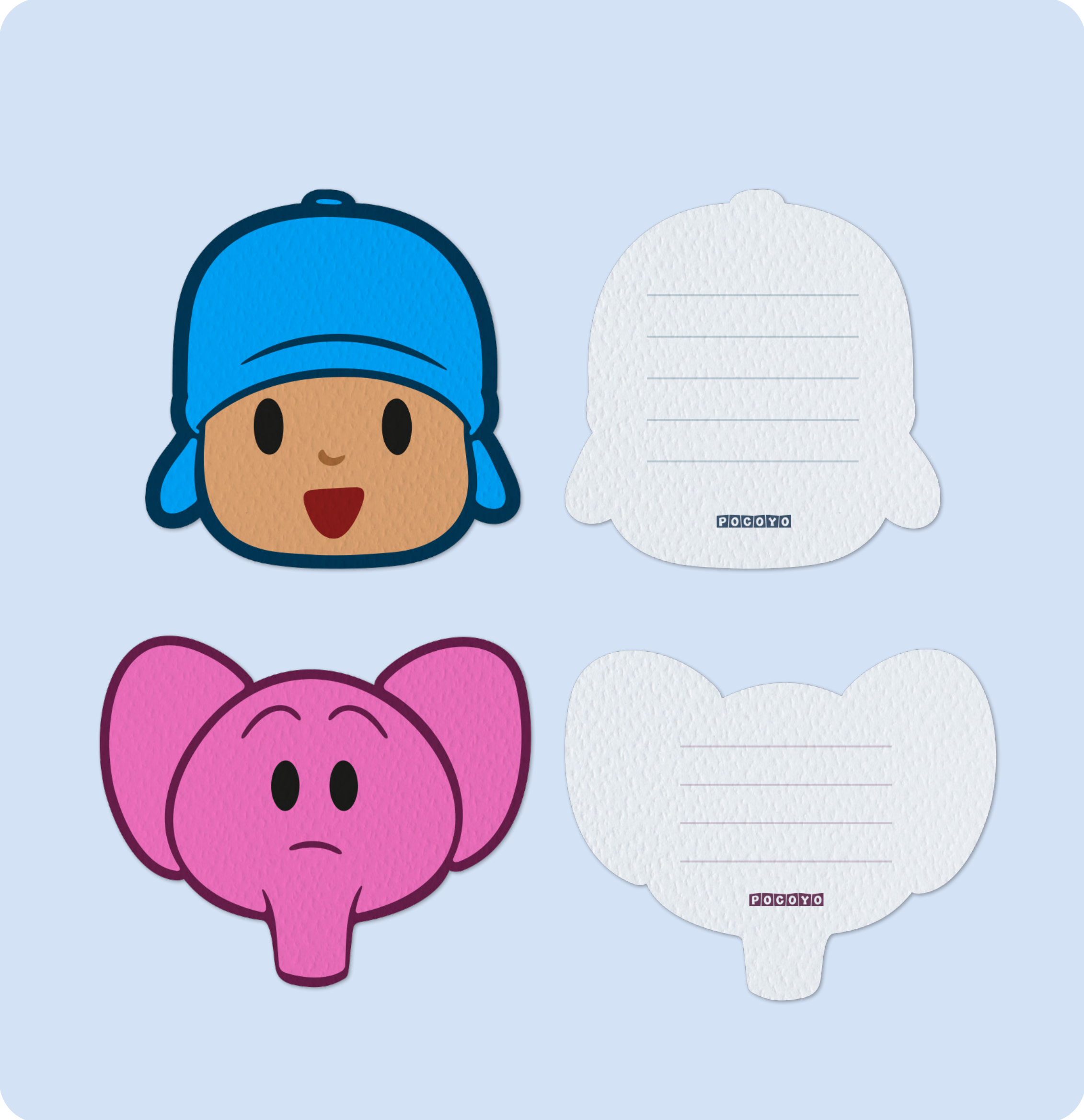
Celebrations

YEAH!
PARTY TIME!

Time to dance!
BORN TO PARTY
QUEEN OF THE DAY!
B-DAY BOY!

PARTY!
DANCE! DANCE!

BORN TO PARTY!


POCOYO
POCOYO

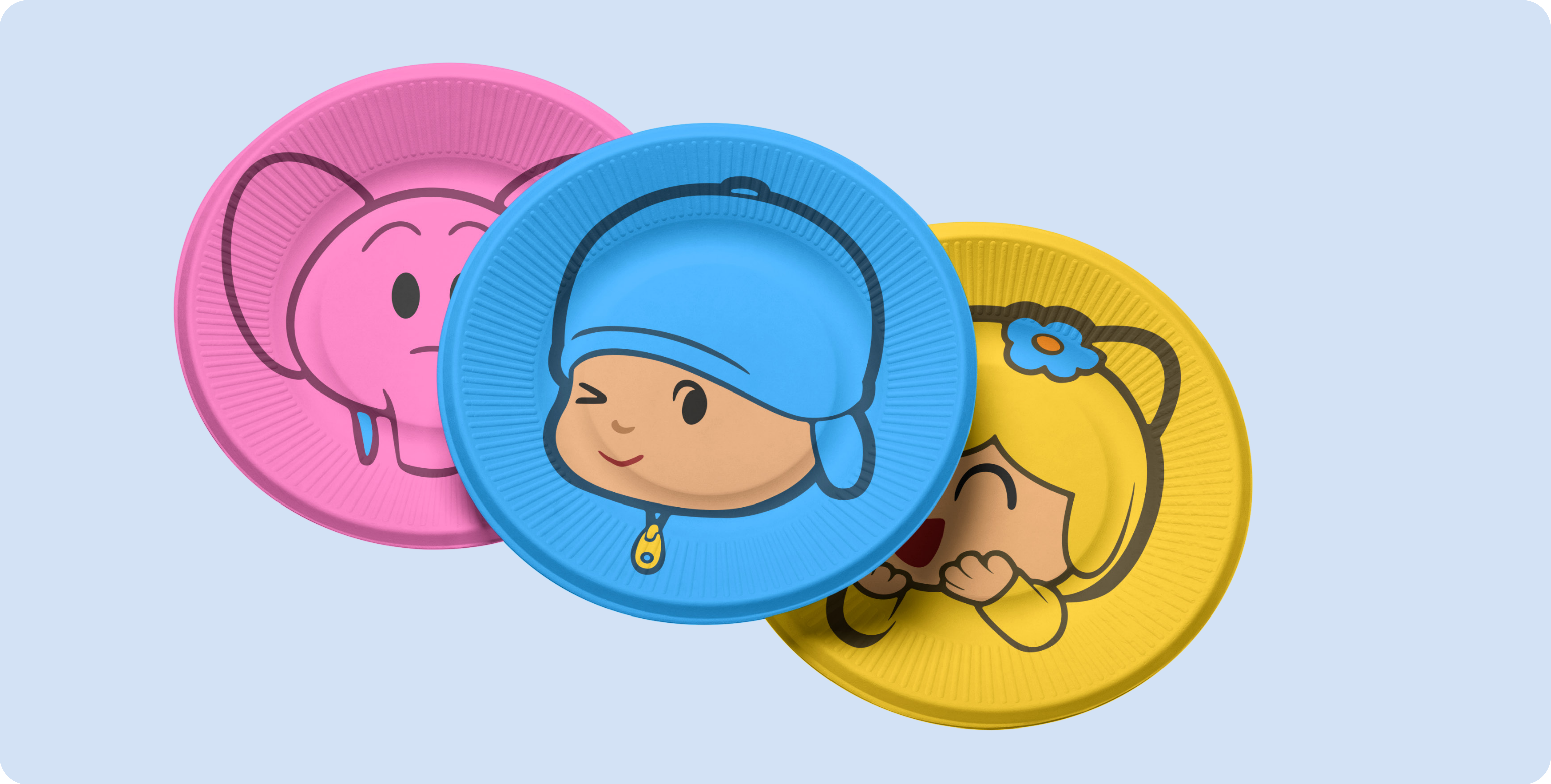
Celebrations

QUEEN OF THE DAY!
Best Party Ever!
B-DAY BOY!
BEST FRIENDS 4EVER!

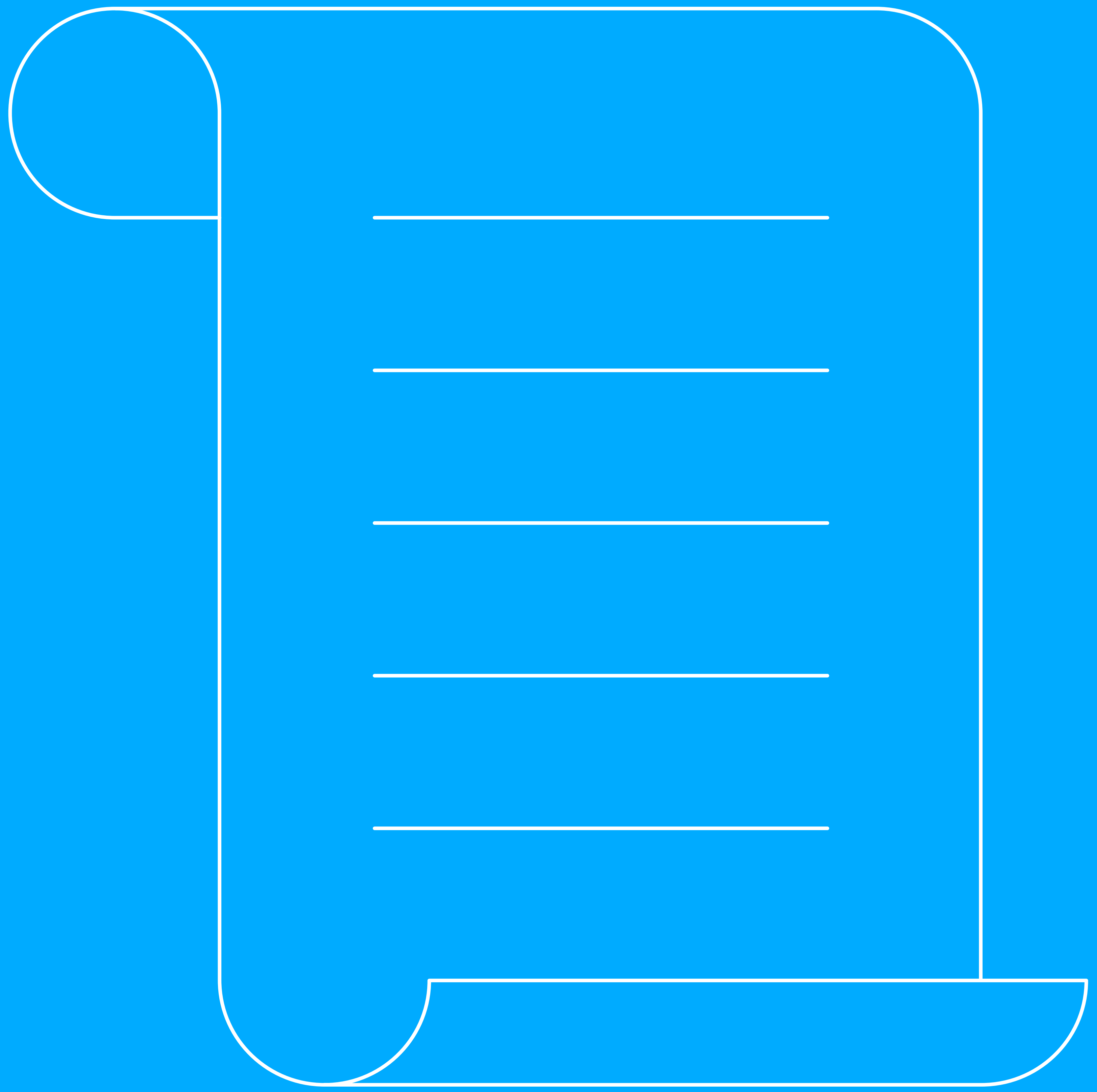
Time to dance!
Tin
da

B-DAY BOY!
me to
ance!

BORN TO PARTY!
B-D
BO



Legal Information



Protecting our brand is just as important as expressing it. This section outlines the legal guidelines that ensure the proper use of our intellectual property, safeguarding the integrity of Pocoyo across all applications. Understanding these principles helps maintain consistency, prevent misuse, and preserve the value of our brand.

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Hasta pronto ;)

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